# HEINL RADIO BUSINESS LETTER

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THOUGHT ELLIOTT CASE MAY CAUSE PROBE OF MOTHER'S RADIO FEES

With Mrs. Roosevelt's writingsinjected into the growing charges made against son Elliott, it was believed if the investigators are allowed a free hand the next thing on the agenda will be a Government inquiry into the amount of the former First Lady's radio earnings which up to nowshe has not divulged. About the only explanation that has been forthcoming on this is that the money has been given to charity. Since only 15 percent of an income is allowed for such purpose, it has been argued that much of Mrs. Roosevelt's remuneration from broadcasts is yet to be accounted for.

Mrs. Roosevelt's writings were brought into the case by the Washington Post last week charging that the magazine "Women's Day", published by the Atlantic and Pacific Tea Company, paid her $25,000 for a series of articles a few months after the A. & P. and other chains raised a $5,000,000 war chest to beat a chainstore tax law introduced by Representative Wright Patman (D), of Texas. George T. Bye, literary agent for Mrs. Roosevelt, denied this, stating the amount she received was only $3,750 (at a rate of $500 per article).

Another new angle to the case is the retirement of Secretary of the Treasury Morgenthau, who ordinarily would be the fountainhead of information about Elliott's income tax accounting. Already Senator Willis (R), of Indiana, has been hammering away at him for certain tax data about Elliott which the Senator claims has not been forthcoming. Secretary Morgenthau, one of President Roosevelt's closest friends, and Mrs. Morgenthau, Mrs. Roosevelt's most intimate friend, may thus be saved from considerable embarrassment by Mr. Morgenthau leaving the Cabinet just now. In some quarters this is believed to be one of the reasons Secretary Morgenthau is willing to get out at this time. His exit is thought to be a bad break for Mrs. Roosevelt, however, as it is said the Morgenthaus' leaving will cut off her closest ties with official Washington.

Shortly before Mr. Morgenthau's resignation, cartoonist Jim Berryman in the Washington Star showed him sitting in his office perplexed and perspiring with John Q. Public asking: "Looking for someone, Mr. Secretary?" and Secretary Morgenthau replying: "I thought I'd get up a list of people who were not asked to make a loan to Elliott Roosevelt."

Representative Rich (R), of Pennsylvania, suggested Elliott to succeed Mr. Morgenthau as Secretary of the Treasury, saying:

"He knows how to get the money and settle the debts."

The total of Elliott's loans are now reported to be $820,000 with predictions that they may pass the million mark. This includes the $200,000 John Hartford, A. & P. President, loan, the two Texas oil loans totaling $500,000, the loan of David G. Baird, N. Y. insurance man for $70,000, and the $50,000 loan of Maxwell N. Bilofsky, President of the Industrial Electronics Corporation of Newark, which he claimed to have settled with Elliott for $20,000.

That the disclosure of Elliott's radio deals caused the sudden halt of the House investigation of the Federal Communications Commission under Administration pressure was charged by W. P. Flythe, Sr., in the Washington Times Herald .

"Investigators for the Committee had been directed to probe the organization of Elliott's radio network in Texas and the proposed expansion to a transcontinental system", Mr. Flythe wrote.

"By that time Elliottwas an officer in the Army and had relinquished his control over the radio network.

"Shortly thereafter, for 'security' reasons an executive order was issued forbidding officers of the Army, Navy and other Government agencies from testifying and the investigation began to bog down.

"The documentary evidence had been secured, however, and was ready for introduction when it was 'impounded'. It was at this point that Eugene L. Garey, New York attorney, who was special counsel for the investigating committee, resigned and with him practically all of the counsel and investigators. The special committee then under the chairmanship of Representative Cox (D), of Georgia, was ''discharged' and the activities turned over to a new committee under Representative Lea (D), of California. This committee changed the trend of the inquiry."

An examination of the court records at Wilmington revealed that the gross assets of the Transcontinental Broadcasting System, Inc., Elliott's unsuccessful network, which never started, were only $165,000 on November 30, 1939, the time of incorporation. By December 16, 1940, when receivers were appointed and the chain thrown into chancery court, the assets had dwindled to $94,444.

At the time of the incorporation Elliott was listed as president and a director. At liquidation he was shown only as a stockholder.

In the liquidation Elliott received a total of $33,438 on his recorded investment of $70,000. His attorney at that time, Milton Diamond, New York, listed him as owning 4,000 shares, which was 40 percent of the chain's outstanding stock. The $33,438 represented 40 percent of $83,579, the total dissolution allowed by the courts.

Other shareholders were H. A. Brennan, Pittsburgh, Pa., Treasurer of the company, who collected on 15 percent of the chain,

and Robert M. Thompson, Grafton, Pa., Secretary, who collected on 14 percent of the settlement.

John T. Adams, listed in the record as Chairman of the Board and who recently declared that the $200,000 Hartford loan was never to his knowledge used in the Transcontinental, was denied a salary claim of $6,528 by the court, the record shows.

In a dispatch from Texas, Guy Gentry, Chicago Tribune correspondent wrote:

"Elliott created quite a stir in Fort Worth when he first arrived here as the guest of theSouthwestern Exposition and Fat Stock Show in March 1938, a week after his father had taken his first presidential oath. Standing 6 feet 2 inches and weighing more than 200 pounds, the high-heeled cowboy boots and 10-gallon hat Elliott donned then made even Texans turn and stare. He met Ruth Googins, Forth Worth society girl, on that visit and four months later married her.

"Elliott's entry into the radio business was on October 1, 1935, when A. P. Barrett, who had amassed a fortune in Texas utilities and in the operation of pioneer airplane passenger lines, gave him a job. Barrett owned five Texas radio stations and had five others affiliated in the Southwest Broadcasting Company. He made Elliott Vice-President in Charge of Sales.

"A few months later Elliott arranged for the sale of four of the five stations to Hearst Radio, Inc., getting a commission of $30,000 from Barrett and a vice presidency at $20,000 a year from Hearst.

"Elliott's first station of his own was KFJZ, a 250-watt station in Fort Worth, purchased September 7, 1937, in his wife's name for $57,500.

"On August 11, 1938, a charter was issued to the Texas State Network with 1,000 shares of no par value and with $50,000 cash paid in. Elliott, Buck and Harry Hutchinson, Manager of KFJZ, were incorporators, Buck and Hutchinson holding one share each.

"The network, its 23 stations then comprising the largest regional hook-up in the country, made its bow on September 25, 1938, with a program of national stars headed by Bob Hope.

"Elliott admitted later in testimony before the Federal Communications Commission that the network lost more than $100,000 in the first three months of operation. Estimates here are that $350,000 was poured into the network the next year.

"Elaborate offices were opened in Rockefeller Center in New York and in the Wrigley Building in Chicago. Elliott hired so many vice-presidents that one of the jokes at the Fort Worth Club at that time was that every stranger getting off a plane at Meacham Field was a new vice president.

"Present Texas network stockholders include Elliott, who owns 5 per cent; his former wife, now Mrs. Harry Eidson, Elliott's three children, and Roeser, Richardson, and a few minor stockholders.

"Elliott's interest is variously valued at between $15,000 and $25000."

In an article in the Washington News Digest, a monthly magazine which he edits, former Representative O'Connor (D), of New York, said Representative McFarlane (D), of Texas, had told the President that Elliott should have been indicted for $40,000 which he collected in a Texas radio scandal" and that the President had replied, "There are certain people who just can't be indicted." Representative McFarlane denied he had any such conversation.

Representative Shafer (R), of Michigan, mentioned the name of Elliott Roosevelt last week in telling the House he was "suspicious" of international route certificates granted Transcontinental & Western Airlines, Inc.

Urging that all the facts be explored, Mr. Shafer said General Roosevelt "was consorting with TWA officials" while their application for a trans-Atlantic route was before the CAB.

A New York dispatch stated that the names of Elliott Roosevelt and his brother Franklin D. Jr., had been dropped from the New York Summer Social Register.

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BARRY NEW ABC WASHINGTON MAN; BERKELEY CONTINUES

Charles C. Barry has been named Washington representative of the American Broadcasting Company, in charge of activities of the company at the Capital, according to Robert E. Kintner, Vice-President.

Kenneth Berkeley, now Washington Manager for the American Broadcasting Company and head of radio station WMAL, an ABC affiliate, will continue in his present capacity.

Mr. Barry will represent the company with the various Government agencies. Mr. Berkeley will continue to supervise the American Broadcasting Company program operations emanating from WMAL, which is owned by the Washington Evening Star.

Mr. Barry is well known in radio circles, having been first associated with Station WMAL in Washington and then the Program Department of the National Broadcasting Company. When the Blue Network was separated from the National Broadcasting Company he became one of the principal program executives. He has been National Director of Program Operations of the American Broadcasting Company up to the time of his new appointment.

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INDUSTRY MEEKLY ACCEPTS ADVERSE FCC FM RULING - AS USUAL

The industry took the Federal Communication Commission's drastic ruling against it in the FM allocation as it usually takes adverse FCC decisions - "lying down". Notwithstanding the fact that the Commission's decision to place FM in the 88-106 megacycle band was made against the recommendation of the entire radio manufacturing industry; against a 24 to 1 vote by the Radio Technical Planning Board and against the overwhelming preponderance of technical testimony, including that of Major Edwin H. Armstrong, inventor of FM, and other experts, the result was accepted even more meekly than usual. With a single exception, not a manufacturer dared raise his voice in protest.

It is another illustration of the fear both the manufacturers and broadcasters have of the FCC. And even if they had the courage to speak up, they are so poorly organized they would be too weak to defend themselves. Although radio has the most powerful voice in the United States, it is so feeble in its own behalf that in all these years it hasn't ever named a single member to the Federal Communications Commission. The industry stands subservientl by and lets the politicians do the naming for them.

The charge was made that Major Armstrong, the last of the witnesses on the concluding day of the oral argument Saturday, June 23rd, was almost given the "bum's rush" in the way he was prodded and hurried in giving his testimony. It is known that he was considerably agitated by the procedure and left the witness stand with the feeling that he should have been granted more time and allowed to develop his testimony in his own way without being constantly reminded that the Commission was anxious to wind up the proceedings as quickly as possible. In the beginning there was a hint for the questioners to subside when Chairman Porter suggested that questions be reserved until Major Armstrong had completed his statement, adding: "I think we will save time if we conserve our questions." The matter of questioning and speeding up the witness came again later in the following exchanges:

The Chairman: I think we can finish this afternoon if we will stop interrupting Major Armstrong.

Commissioner Denny: I have not been interrupting him ever since you made that statement. I have since been sitting back here quietly, listening to all this.

The Chairman: The Major's statement is so tempting it is hard to resist.

Commissioner Jett : If we are going to run another hour, that is all right with me. However, if you are going to have an evening session, I think we ought to call a recess at this point.

The Chairman: Can you finish in another hour with a minimum of interference, Major?

Major Armstrong : Well, I really doubt it, Mr. Chairman. There are a lot of other things about this subject that have not yet been introduced.

The Chairman: You mean with your comments confined to this particular report, section 8 of the report?

Major Armstrong : I will be glad to go ahead and do the best I can. But if there are as many questions on some of the other subjects, I doubt if I will be able to do it in an hour.

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The Chairman: How much longer are you going to require on that? I am wondering whether we should continue.

Major Armstrong: Well, I think I can finish with the troposphere in a few minutes * * *.

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The Chairman: I do not want to shut you off, Major, and we will give you as much time as necessary but I want to state that we would like to finish today, if possible, in view of the fact we have gotten this far.

Major Armstrong : As I understand, the Commission wanted to have any errors pointed out in this record.

The Chairman: That is right.

Major Armstrong: I have had a fair number of them to point out and I have a few more, sir.

The Chairman: Proceed.

Commissioner Wakefield: How much longer are you contemplating it will take you, Major?

Major Armstrong : I imagine about 15 minutes if I do not stir up any other controversy.

At this point Major Armstrong made the sensational charge, which as yet has not been denied, that the FCC confidential report had conceded the error of the calculations of K. A. Norton, FCC advisor, but that the public report repudiated it - in other words that the report for public consumption had been falsified.

The hearing adjourned late Saturday afternoon and the conclusion was announced the following Wednesday, the speediest decision ever made on an important case in the history of the FCC, which led one witness to remark: "I think the cards were stacked against us before we ever went into those four days of final hearings."

An informal Engineering Hearing will be held tomorrow (Thursday, July 12), with respect to FM and Facsimile and Friday, July 13th, with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Streets, N.W., in Washington, D.C., at 10:00 A.M.

The discussions will be limited largely to the technical rules and standards. G. P. Adair, Chief Engineer, states that while there may be some discussions of the technical phases of service areas, the policy questions in this connection, as well as other policy questions, will be deferred for further conference or hearing before the Commission. All engineers interested have been urged to attend.

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## PHILIPS REPORTED BUYER OF CANADIAN ROGERS MAJESTIC

It is reliably reported that the Philips Radio Company of Eindhoven, Netherlands, has purchased Rogers Majestic, Limited, of Canada.

Philips is credited with controlling assets of more than $52,000,000 through subsidiaries and affiliates in more than 50 nations.

An announcement was made last week that a new agreement had been made granting RCA the right to continue licensing other manufacturers under the U.S. patents of Philips.

Following the announcement of the new agreement, Senator Frank P. Briggs (D), of Missouri, Chairman of a Senate Interstate Commerce Committee subcommittee, postponed indefinitely hearings into the alleged patent controls by the Philips Company, which had been scheduled for July 10th, and instigated by Senators Capehard(R of Indiana, and Wheeler (D), of Montana.

Senator Briggs said the investigation was authorized following a study of an agreement between Philips, RCA and several other foreign manufacturers on cross-licensing of numerous radio patents which restricted American licensees from selling their products in many parts of the world.

"We shall receive a copy of the new agreement and study its terms", said Senator Briggs. "Thereafter, the Committee will make further plans. From the study thus far it is clear that the basic problem is one involving our patent laws, which presumably permit these types of cross-licensing agreements of patents which frequently result in cartel arrangements dividing up world sales territories and preventing free movements of commodities in the world market."

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## MAGUIRE INDUSTRIES BUYS MEISSNER; MERGES THORDARSON

Purchase for cash of all stock of the Meissner Manufacturing Company of Mt. Carmel, Ill., by Maguire Industries, Inc., was made known by Russell Maguire, President of Maguire Industries, Inc.

This is the third acquisition in the radio field by Maguire Industries in the past four months, other acquisitions including Thordarson Electric Manufacturing Co., Ferrocart Corporation of America and the Micro Products Corporation.

The 50-year-old Thordarson company was acquired last March by Maguire Industries, but until now has been operated as a separate entity.

L. G. Winney, formerly First Vice-President and Treasurer of Thordarson, has been elected a Vice-President of Maguire Industries, and will be General Manager of what will be known as the Thordarson Electric Manufacturing Division of the company.

Meissner will also continue its operations as an independent division of Maguire Industries. Mr. Maguire said that James T. Watson and George V. Rockey, formerly principal stockholders, will continue to head the management of Meissner and all other key personnel will remain the same.

The Meissner Manufacturing Company was founded in 1922 by the late William O. Meissner, known for his inventions in the communications and electronics fields. Its products include coils and assemblies, radio receiver kits, frequency modulation converters, amateur equipment, public address tuners, and television receiving sets.

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## FORMER U.S. PATENT COMMISSIONER COE SIGNS UP WITH RCA

Conway Peyton Coe, who for the past 12 years has served United States Commissioner of Patents, last week was elected Vice-President in Charge of the Patent Department of RCA Laboratories.

Mr. Coe served as Chairman of the American delegation to the International Conference for the Protection of Industrial Property held in London in 1934. He has been a member of the National Defense Research Committee and the National Inventors Council since the formation of these organizations, as well as Executive Secretary of the National Patent Planning Commission.

Mr. Coe was born at Dunkirk, Maryland, on October 21, 1897, and resigned as Commissioner of Patents June 15th.

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KESTEN, CBS, TELLS TRUMAN ABOUT NEW PROGRAM ANALYZER

Among those to be received by President Truman prior to the latter's departure for the Big Three conference in Berlin was Paul W. Kesten, Executive Vice-President of the Columbia Broadcasting System and its acting head during the tour of duty overseas of Col. William S. Paley, President of CBS, now serving as Radio Chief of the Psychological Warfare Branch, of SHAEF. Nothing official was given out regarding the meeting. It is known, however, that Mr. Kesten is an acquaintance of the President, having known him in the days of the Truman Investigating Committee.

It is understood Mr. Kesten took occasion to compliment President Truman on his success as a radio speaker, stating that a recent analysis made by CBS gave the President a high mark for his qualities of frankness and directness which Mr. Kesten said had won praise from the radio audience.

Subsequently CBS gave out details of the completion and successful operation of a new program analyzer, presumably the device used in the tests Mr. Kesten told President Truman about. It was stated that the program analyzer was able to record the likes and dislikes of as many as a hundred listeners at once.

The description went on: "Christened 'Big Annie' by its designers and operators, the newmachine can register the opinions of ten times more people than any Program Analyzer that has yet been developed.

"Big Annie reports total reactions at second-by-second intervals during a broadcast, whereas earlier Analyzers recorded individual likes and dislikes, from which total or group reactions could later be computed.

"The new machine, from the standpoint of individuals taking part in a test, operates in the same way as all other Program Analyzers. Each person in a test group is given two electric push-buttons that are connected with wire to the machine. Pressure on one button is recorded as favorable reaction; pressure on the other, as unfavorable reaction. If respondents are indifferent to what they hear, they leave both buttons untouched.

"Bit Annie records positive and negative opinion separately on two slowly revolving rolls of graph paper. So long as all buttons are untouched, vertically-fixed fountain pens trace straight lines down the left-hand margins of the moving rolls of paper. Pressure on one button will move the affected pen - 'Favorable' or 'Unfavorable' - almost imperceptibly to the right. If fifty people in a test group press the same button, the pen will move fifty times further to the right than it does under the impulse of a single reaction.

"At the conclusion of a test, the Analyzer's completed charts show exactly how the audience reacted at any given second durint the tested program.

"The original Program Analyzer was developed by Frank Stanton, CBS Vice-President and General Manager, and Dr. Paul Lazersfeld of Columbia University."

With Mr. Kesten's visit to Washington came a revival of the rumor that upon Colonel Paley's return from Europe, Mr. Paley would become Chairman of CBS and that Mr. Kesten would succeed him as President.

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## WILLS FCC HEARING JULY 12; NO SERIOUS OPPOSITION SEEN

The stage is all set for a public hearing tomorrow (Thursday, July 12th) by the Senate Interstate Commerce Committee on the nomination of former Governor William H. Wills (R), to succeed FCC Commissioner Norman S. Case, also a Republican, and former Governor of Rhode Island.

The appointment is purely political as Governor Wills has had no experience in radio or communications. As yet no serious opposition to his appointment has manifested itself.

Governor Case, whose term expires August 1st, has been mentioned as a successor to Judge Thurman Arnold in the District Court of Appeals.

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## SARNOFF ANNOUNCES RCA SCHOLARSHIP PLAN

A scholarship plan for the encouragement of promising young scientific students has been adopted by the Radio Corporation of America, Brigadier General David Sarnoff, President of the RCA, has announced.

The plan provides for as many as ten students to receive RCA scholarships during the academic year 1945-1946, thirty during 1946-1947, fifty during 1947-1948, and sixty each academic year thereafter. Each scholarship consists of a cash award of $600. Those eligible will include all students enrolled at universities to be selected by the RCA Education Committee, of which Dr. James Rowland Angell, former President of Yale, is Chairman. Selection of students will be made upon recommendation of the Dean of the specified university and approval by the Committee.

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## RADIO CASHES IN ON N. Y. NEWSPAPER DISTRIBUTORS' STRIKE

Broadcasting stations have had everything their own way for eleven daysin New York City on account of the strike of the Newspapers and Mail Deliverers' Union affecting every paper in the city except Marshall Field's daily PM. City delivery as well as out-of-town service has been shot and Washington hasn't seen a New York paper in over a week.

A settlement of the strike is expected hourly but in the meantime, radio stations doubled and tripled their news coverage. Stations couldn't begin to handle all the request for spot time.

Radio was also reported performing the same service at Fort Wayne, Indiana, because of a strike which caused the two dailies of the city - the Journal Gazette and the News-Sentinel to cease publication.

One estimate was that the New York broadcasting stations may have profited to the extent of upwards of $750,000 in extra business as a result of the strike there. WQXR, owned by the New York Times, broadcast emergency 15 minute periods of news. The Times sold 73,500 copies over the counter at its business office in a single day.

According to Editor & Publisher, New York's daily newspaper buyers number 5,000,000 and the strike affected 17 newspapers and deprived an estimated 13,000,000 persons - about one-tenth of the population of the United States - of normal access to newspapers of their own choice.

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## COLUMBIA RECORD CUTTERS STRIKE; BAN RECORDS OVER CBS

Cutting of all recordings at the Columbia Recording Corp. offices in New York, Chicago and Hollywood, was halted for the third day (Tuesday) by a wage dispute, the firm disclosed Tuesday.

Kenneth Raine, company counsel, said 19 engineers and cutters in the three cities failed to report for work early Sunday morning, after AFL Radio Broadcast Engineers' Union 1212, International Brotherhood of Electrical Workers, had refused to accept a 10 to 20 percent wage increase.

Charles A. Calame, union business agent, said 21 employees left their jobs after contract negotiations, begun in February, broke down. He said the union wanted one job classification and a progressive wage increase scale. There are now three classifications, he said.

Mr. Calame said IBEW engineers in a sympathy gesture had refused to play Columbia recordings over Columbia Broadcasting Co. radio stations.

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## INVESTIGATION OF PRESS WIRELESS RATES ORDERED BY FCC

An immediate investigation into the rates and charges of Press Wireless, Inc. was ordered by the Federal Communications Commission.

The company last year made a profit of 76.4 percent before taxes reductions, and the trend of earning this year appears to be going upward, the Commission said.

International telegraph rates for messages, except press, sent from the United States were substantially reduced on May 1st when a 20-cent-a-word rate for ordinary plain language message was established by the various U. S. telegraph carriers other than Press Wireless.

Press Wireless had given no indication of any intention to reduce its rate for Press service, the FCC said. It called upon the company to show cause before August 1 why its existing rates should not be found "unjust and unreasonable" and why an interim reduction should not be made while the investigation is concluded.

A public hearing has been scheduled for August 22nd.

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## NEW NBC NAVY HOUR GETS OFF TO FINE START

Secretary of the Navy James Forrestal, Lieut. Robert Taylor USNR, Lieut.(j.g.) Gene Kelley, both of the movies and the Navy's 80 piece symphony orchestra, headlined the debut of the NBC weekly "Navy Hour" from Washington last night (Tuesday).

Secretary Forrestal stated that the Navy now controls the sea right up to Japan and in winning that control has sunk more than 250 major enemy warships and hundreds of merchant vessels and destroyed thousands of planes.

The first program was dedicated to the men in the submarine service and Mr. Forrestal revealed that submarines alone had sent to the bottom of the Pacific 4,500,000 tons of Jap shipping - the equivalent of 1,150 enemy vessels.

Directing the broadcast was Clarence A. Menser, NBC Vice-President in Charge of Program. Also officiating for NBC were Frank M. Russell, Washington Vice-President, and Carleton Smith, General Manager of WRC.

Next Tuesday night's NBC Navy Hour will be dedicated to the U.S. Marine Corps.

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## SCISSORS AND PASTE

### Claims He Was Elliott Roosevelt's Radio Loan "Finder"
(Westbrook Pegler in "Washington Times-Herald")

I have had two visits lately with John Kantor, a portly man of perhaps 60, of sad eye and solemn manner, who spent twenty months in a New York prison as a swindler and is now on parole and working, apparently successfully, as a legitimate salesman. As he talked and as I questioned him, I became convinced that, in general, he was telling the truth.

Mr. Kantor said that he had been involved with Elliott Roosevelt and Elliott's uncle, Hall Roosevelt, the brother of Mrs. Elearnor Roosevelt, and with the late New York New Deal Congressman, William Sirovich, in the flotation of the $200,000 loan to Elliott by John Hartford, President of the Atlantic and Pacific grocery chain, and in efforts to arrange other loans to Elliott. He described his role in these dealings as that of a "finder". In the financial underworld, this means one who hunts around to discover individuals who are willing to lend money on securities which are "unbankable".

He told of calls on several New York men, including a wealthy radio manufacturer and a manufacturer of watches, also interested in radio; of lunches at the Harvard Club with Hall Roosevelt, of being hired by Elliott Roosevelt as salesman for one of Elliott's radio companies and finally of being fired from his job.

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Kantor says he also entered negotiations with a former New York judge retired to private practice, whereby a client of the former judge was to lend $100,000, but that Elliott interfered with the deal and that he, Kantor, was declared out.

Kantor, nevertheless, wanted a commission for promoting this money, and consulted a lawyer of his own, with intent to bring suit against Elliott.

Soon after this, Kantor says, Sirovich and a N.Y. clothing manufacturer summoned him to the Roosevelt Hotel and persuaded him to sign the releases to Elliott, Hall and Congressman Sirovich, which were typed by a public stenographer and notary. * * * * *

Sirovich died the next morning.

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### Would Pass OWI Along To State Department
(Jerry Klutz in "Washington Post")

Edward Klauber, Assistant Director of the Office of War Information, and former CBS Vice-President, has this to say about OWI's future: "This (meaning OWI) is something that should be and can be done by the State Department and should be properly done by them after we have finished the job. OWI built it up and the State Department should carry it on."

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## Early Bird (Arthur Godfrey) Catches $100,000 Worm
("Variety")

Arthur Godfrey is grossing $100,000 a year now out of early a.m. shows on two local stations, and has a neat price tag of $312,000 a year for his half-hour network show on CBS.

Godfrey is now on the air, live and transcribed, every morning for a total of three hours and 15 minutes, from 6:30 A.M. to 9:45. Only a radio traffic engineer, with the aid of a slide-stick and mirrors, would try to make sense of his hectic schedule. The fact is that some of that time he is heard only on WABC, N.Y.; other moments are reserved only for WTOP, Washington; and part of the sked, from 9:15 to 9:45 A.M., Godfrey is heard sustaining on the entire CBS web.

In New York and Washington, he has 80 different sponsors during his six-day, cross-the-board week. Sponsors pay $80 apiece for the N.Y. commercials, $30 each for the plugs in Washington.

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## The Higher They Are the Harder They Fall
("Drew Pearson")

Much to the annoyance of the efficient Michael McDermott, in charge of State Department press relations at San Francisco Peace Conference, Judge Roy Hofheinz, owner of Station KTHT in Houston, Texas, brought a small wire recorder to press conferences and made a record of everything diplomats had to say. Because of off-the-record statements made by U. S. diplomats, McDermott was afraid Judge Hofheinz might broadcast some of his recordings, thus revealing secrets to the public.

So every time McDermott spotted Hofheinz at a press conference, he made a beeline for the ex-judge of Houston. Finally, it was agreed that Hofheinz could record any press conference if the individual being interviewed agreed. McDermott did not expect any such permission to be given.

So in the middle of one momentous press converence staged by Soviet Foreign Commissar Molotov, McDermott suddenly saw Judge Hofheinz operating his recorder. Every word the Soviet Commisar said was being taken down on wire for the people of Houston to hear. Alarmed, McDermott ordered the Texan to leave the room. Hofheinz, however, meekly conducted McDermott to one of Molotov's aides, who verified the fact that the Soviet Commissar had given his permission for the press conference to be recorded.

Furthermore, Molotov was so intrigued with the recorder that he ordered one for himself.

Before Judge Hofheinz departed from San Francisco, several hundred of the machines had been ordered by foreign governments.

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## TRADE NOTES

Direct radiotelegraph service between the United States and Czechoslovakia has been reopened by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation.

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The General Electric Company demonstrated its 16 by 22 inch screen postwar television receiver at the Waldorf Astoria in New York recently. The receiver uses a five-inch cathode ray tube, a parabolic mirror and a correcting lens to project the picture to a flat mirror, thence to a 16 by 22 inch retractible screen.

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Emerson Radio and Phonograph Corporation - Twenty-six weeks to May 5: Net income, $514,575 or $1.29 a share, compared with $454,292 or $1.14 a share for 26 weeks to April 30, 1944.

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War orders for radio and electronic equipment for the third quarter, beginning July 1st, are expected to run only about $12,000,000 a month under early 1945 requirements for a two-front war, according to information given the Radio Manufacturers' Association.

The anticipated monthly average of requirements for military and rated civilian radio and electronic end equipment during the third quarter is $195,000,000, as against a monthly delivery rate for the first five months of 1945 of about $207,500,000. The monthly average of war orders for the fourth quarter is expected to be about $180,000,000. By the first quarter of 1946, military and rated civilian requirements will drop only to an estimated $145,000,000 a month.

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In a canvass of the Washington, D.C. Trade Board, 19% of those contacted or 56,000 expressed the desire to buy new radio sets when peace was declared.

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Some few offices in many agencies on the new 44-hour week will remain open Saturday afternoons. The Government employees who will work Saturday afternoon will be given four hours off during the week. For example, the Foreign Broadcast Intelligence Service and radio intelligence operations of Federal Communications Commission will stay open all day Saturday.

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"Opportunities in Radio - A Guide for Members of the Armed Services Interested in Radio and Electronics" is the title of the leading article in the Army and Navy Journal this week (July 7) written by Brig. Gen. David Sarnoff, President of RCA.

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The London Mail reported from the British occupation zone in Germany that the Columbia Broadcasting System reportedly offered 4 million dollars a year for the right to exploit Luxembourg radio"

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Because the production of diamond dies, used principally in the drawing of fine wire needed for radio and radar equipment, is now in excess of the current requirements, the WPR Order M-181, controlling their allocation has been revoked.

Industrial type transformers, reactors and chokes, except for orders for this equipment placed with the General Electric Co., at Fort Wayne, Ind., have had their scheduling controls relaxed. Such transformers may now be purchased from manufacturers without first filing for approval and a fixed shipping schedule on Form WPB-1682. Delivery, however, will henceforth be governed by the usual priority regulations. This action is not retroactive and does not affect purchase authorizations and scheduling already made, which will remain frozen.

Removal of restrictions on special sales of a large number of items, including electronic equipment, was provided in an amendment to Priorities Regulation No. 13 announced by the WPB today.

Electronic equipment (complete sets) and the following components were deleted: oil impregnated power factor type and molded bakelite capacitors, wire woven resistors (other than precision and molded two watt), coaxial cable, hermetically sealed and other transformers and reactors. Restrictions on selling the following were changed from AA-5 to AA-3, oil impregnated capacitors, relays, shock mounts and electrical indicator combat type instruments. Restriction on joint Army-Navy. JAN inspected radio and radar tubes continue AA-1 as formerly, and on all other tubes (except restricted tubes) from AA-5 to AA-3.

The number of restricted radio and radar tubes was changed on both List A and List B (Restriction of special sales for export). Four tubes were removed from the list and seven added, making a total of 23 restricted tubes.

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Station KBST, Big Spring, Texas, seeks a construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment.

The University of Houston at Houston, Texas, has applied for a construction permit for a new non-commercial educational broadcast station to be operated on frequency not specified, with power of 1 kilowatt, and special emission.

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In his annual report to shareholders of the Zenith Radio Corporation, E. F. McDonald says with regard to FM:

"In view of the recent ruling by the Federal Communications Commission, moving FM to the higher frequency band, it will be some time before present FM stations will be able to broadcast on the new frequency assignment. Zenith postwar receivers will be built to operate both on the present frequency band and the new frequency band, thus enabling purchasers of the new Zenith receivers to receive FM programs at all times. No satisfactory method has, however, been devised to enable present owners of any frequency modulation receiving sets to receive programs when FM broadcasting on the new assignment becomes effective and the present FM band is discontinued."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF JULY 18, 1945



No. 1689

July 18, 1945

NEW BROADCASTERS' PRESIDENT TO RECEIVE $50,000 A YEAR

Associate Justice Justin Miller, 57 years old, of the U. S. Court of Appeals for the District of Columbia, chosen as the new President of the National Association of Broadcasters, will receive $50,000 a year. At the District Court of Appeals, Justice Miller receives $12,500 a year, and it is a lifetime appointment. With the NAB, he has a five year contract and is expected to take over October 1st.

In the meantime, a practical broadcaster will be selected to serve as Executive Assistant to Justice Miller. J. Harold Ryan, Vice-President and General Manager on leave of the Fort Industry stations, and former Assistant Director of Censorship, who is generally conceded to have made one of the best NAB presidents in its history, will continue to direct the affairs of the Association until Fall.

Thus the Directors' Committee, headed by Tam Craven, Vice-President of the Cowles Broadcasting Company, which had the apparently unsurmountable task of selecting the new president, heaves a large sigh of relief. A previous committee had seemingly run into a stone wall on it and passed the buck to the present group which reached its final decision in Kansas City last Saturday and whose members, beside Commander Craven, are:

William B. Way, General Manager of KVOO, Tulsa, Okla.; John J. Gillin, Jr., President of WOW, Inc., Omaha, Nebr.; J. Leonard Reinsch, Managing Director of WHIO, WIOD, and WSB, of Atlanta, Ga.; G. Richard Shafto, General Manager of WIS, Columbia, South Carolina, and Frank Stanton, Vice-President and General Manager of the Columbia Broadcasting System.

The reasons for the Committee selecting Justice Miller, who himself has had little radio experience, but who, it was understood, was to have as his Executive Assistant a practical broadcaster, were summed up somewhat as follows:

1. Because Justice Miller was O.K. as far as the White House was concerned. President Truman was said to know him very well. Also Secretary-elect Fred Vinson, who himself formerly served in the District Court with Justice Miller, recommended him highly.

2. Because Justice Miller was O.K. on Capitol Hill, knew his way around there very well, with many friends in both the House and Senate. In fact, Speaker Sam Rayburn was understood to be one of his endorsers. Likewise Representative Clarence F. Lea (D), of California, Chairman of the House Committee which handles broadcasting matters.

3. O.K. with the Federal Communications Commission, Justice Miller being described as "the kind of a man who can work harmoniously with the FCC members and hold their attention and respect".

4. Has some knowledge of radio due to the fact that the District Court of Appeals is the appellate body sitting over the FCC in radio cases. As a member of this Court since 1937, Justice Miller has written a number of opinions on appeals from FCC decisions in radio cases.

5. Said to be an excellent organizer, administrator and highest type of leader.

6. Widely known as a public speaker and for his prestige in Washington.

7. Being a Californian travelling back and forth from the West Coast, is familiar with many parts of the country and their needs, "grass-roots" as well as the cities.

8. Is represented as having a keen knowledge of public relations, being at the same time a good mixer and very human.

9. Well thought of in the business world. Eric Johnston, President of the Chamber of Commerce of the U.S., himself considered for the position, is understood to have recommended Justice Miller.

10. Though comparatively unknown nationally, it was believed Justice Miller might do a better job for the broadcasting industry than some of the bigger "names" the Committee considered that were financially beyond the reach of NAB which didn't feel it could go above $50,000. Neville Miller, first paid president, at his peak only received $35,000.

11. Finally it was stated that Justice Miller "brings to his new position a high understanding and appreciation of the importance of radio in American daily life."

He will submit his resignation to President Truman sometime before October 1st.

In agreeing to assume the responsibilities of the office of President of the National Association of Broadcasters, Justice Miller said,

"I accept a challenge to render a public service. I see in broadcasting, with its promising developments for post-war expansion into frequency modulation, television, and facsimile, a vital agency for carrying forward our traditional American policy of free speech and for protecting and strengthening our system of free enterprise. The opportunity is thus presented to demonstrate to the world the vitality and validity of these fundamental American concepts. To have a part in the development of the industry; to help in securing for it a sounder foundation in law and operating policy,

in reconciling and integrating the various interests, public, governmental and industrial - is an assignment so challenging to me, as to make my decision a matter of course."

In telling of the selection of Justice Miller to head the NAB, Drew Pearson last Sunday night declared: "He will do a great job."

Mr. Miller was graduated from Leland Stanford University in 1911, and obtained his Bachelor of LawDegree in 1913 at the University of Montana. He obtained his doctor of civil law degree in 1934 at Yale. Mr. Miller has practiced lawin his home and many other States, and also before the United States Supreme Court. He was an attorney and executive officer of the California State Commission of Immigration and Housing for two years, beginning in 1919.

Mr. Miller was Dean of Law at the University of Southern California for three years, beginning in 1927, and he held the same position at Duke University for five years, beginning in 1930.

At one time, he served as Special Assistant to the Attorney General of the United States and Chairman of the Attorney General's Advisory Committee on Crime.

As President of the California State Society in Washington, D. C., he made that organization one of the most successful in the Nation's capital.

Justice Miller is now at his home at 550 Paseo Miramar, Los Angeles, California.

Justice Miller's resignation will leave only two active members on the court, Chief Justice D. Lawrence Groner and Justice Henry W. Edgerton. Justice Harold M. Stephens has been giving all his time to his assignment as American Chairman of the British-American Patent Interchange Committee.

As three justices ordinarily hear appeals for the court, the resignation is expected to expedite presidential appointments to fill the vacancies caused by the recent resignation of Thurman Arnold to enter private practice and the 1943 resignation of Fred M. Vinson, now nominated for Secretary of the Treasury.

Federal Judge John C. Collet, of the U. S. District Court in Kansas City, Mo., is reported as being considered for one of the present vacancies on the U. S. District Court.

Mr. Ryan is "all packed" and ready to return to his former duties at Toledo, Ohio. "You'll soon be back in Washington in one capacity or another", someone ventured. "I am not so sure of that", Mr. Ryan replied, "I like Toledo pretty well."

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FCC MEMBER WM. H. WILLS, OF VERMONT, TO BE SWORN IN MONDAY

The newest member of the Federal Communications Commission William H. Wills, 63 years old, a Republican, born in Chicago but who wound up as Governor of Vermont, will be sworn in next Monday morning, July 23rd. Governor Wills will only be in the city a day but will return to take up his duties about August 15th.

At the Senate hearing prior to his confirmation, Governor Wills said that he had no practical or technical knowledge in radio or communications. However, he proved himself well grounded in politics when Senator Burton K. Wheeler asked him (some thought with his tongue in his cheek) if he had ever held any public office. "All my life", Governor Wills replied. This included a term in the Vermont House of Representatives, two terms in the State Senate, two terms as Lieut. Governor, and two terms as Governor (1941-45).

According to George Rothwell Brown, writing in the New York Journal-American, President Truman's appointment of Governor Wills marks the first definite break over patronage in the famous "honeymoon" with Congress.

"It was made over the protests, and contrary to the recommendation, of the Republican Leadership on Capitol Hill, which feels that it has been side-tracked and slighted", Mr. Brown states.

"Back of it is an interesting little story, but first of all the radio industry generally will be disappointed, for the vacancy to which Wills has been names was created by the President's failure to re-appoint Norman S. Case, who for the past 11 years has been one of the most useful and conservative members of the Commission.

"Case is a former Republican Governor of Rhode Island, where he made a fine record before President Roosevelt appointed him to be one of the Republican members of FCC.

"Under the law the minority party is entitled to certain definite representation on the Commission, and in this respect Truman has complied with the statute. Wills is a Republican - a 'Willkie Republican'!

"What happened is that the President turned down the recommendations of the Congressional Leadership in Congress and appointed Wills on the recommendation of Republican Senator Warren R. Austin of Vermont, who was a close personal friend of Truman in the latter's Senate days.

"Austin is coming up for re-election next year, his term expiring in January, 1947, and it had been widely reported in Vermont that former Governor Wills was getting ready to run against him for the Republican Senatorial nomination in next Spring's primary election.

"Thus by a stroke the President has gotten a formidable rival out of Austin's way, but obviously this was not the sole motive which inspired so unusual an appointment as this one appears to be."

Since then Senator Austin has been prominently mentioned as successor to Associate Justice Owen J. Roberts in the Supreme Court. If Senator Austin should receive the Supreme Court appointment, he would, of course, then not run for re-election in 1947 and the question is raised as to whether former Governor Wills might not still desire to make the race.

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CAPITAL TELE SITE TURNDOWN MAY MEAN TROUBLE FOR OTHERS

The District of Columbia Board of Zoning Adjustment denying the District Government's appeal in behalf of the Bamberger Broadcasting Company of New York for permission to set up a 300-foot television tower in a residential section of Washington, D. C., will not make it any easier for others seeking similar sites in Washington and cities throughout the country. The bitter fight citizens of the Capital put up received nation-wide publicity and seems almost certain to stir up more trouble for the television broadcasters.

Harry S. Wender, counsel for the Bamberger Broadcasting Company, said that the company would immediately seek another site in Washington and that several other locations were in mind. Mr. Wender added that the alternative sites were not as advantageous for television purposes as the original choice but plans for the towers will go ahead.

Others besides Bamberger who either have been granted a television license in Washington or have applied are NBC, Philco, Capital Broadcasting Co. (Station WWDC), Allen B. duMont, Washington Times-Herald (Eleanor Patterson), Scripps-Howard Newspapers and Marcus Loew.

"The principal reason for the Bamberger denial, which will more fully be set forth in a formal order to be rendered next month, is our belief that the evidence shows the proposed location (at 39th and Fessenden Streets, N.W.) and height of tower will affect adversely the use of neighboring property in accordance with the zoning regulations and map", the Board declared in a formal statement.

The fight against the Bamberger tower was led by John R. Turney, a lwayer residing at 5100 Thirty-ninth Street, N.W., who represented residents of the area involved. Sixty thousand dollars was the price offered for the site. The decision of the Board said that "the contention of nearby home owners that this tower will adversely affect neighborhood properties we believe is substantiated by the facts."

Maj. Gen. U. S. Grant III, Chairman of the National Capital Park and Planning Commission, notified the Board that the Commission had considered the site and that it seemed to meet the requirements for television. The report of the Commission pointed out that the land was 390 feet at the site and that with the tower there would be a total elevation of 690 feet.

"No element of the city plan would be adversely affected, assuming, of course, that the physical development of the site and operation of the activities are planned and conducted in such a manner as to recognize the fact that the adjacent properties are of a restricted residential character", General Grant's report continued.

Mr. Turney pointed out that many of the citizen residents who testified for the Bamberger application were those who went to New York on a television tour last month sponsored by six radio broadcasting companies. Mr. Wender said that the trip was not sponsored alone by Bamberger.

Other witnesses for Mr. Wender were J. R. Poppele, Chief Engineer of the Bamberger Station WOR and President of the Television Broadcasters' Association, who outlined the technical necessities for high ground for television transmission; George C. Davis, consulting engineer, and C. B. Plummer, an engineer with the Federal Communications Commission. These witnesses said that the tower would not interfere with radio reception from other stations.

Witnesses speaking in opposition included Undersecretary of the Treasury Daniel W. Bell, Col. Edwin J. Mund, U.S.M.C., and Dr. Leland E. Stevenson, who said that the entrance of a commercial building in the area would be like poison ivy - it starts on the arms and then spread to other parts of the body.

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## ASCAP WINS IN $357,000 TRIPLE DAMAGE SUIT OF WOW, OMAHA

Dismissal by Judge James Fitzgerald of the triple damage suit against the American Society of Composers, Authors and Publishers (ASCAP) was affirmed last Friday by the Supreme Court of Nebraska. The suit had been brought by Station WOW of Omaha and Joseph Malec on behalf of twenty-four tavern and hotel dealers to recover license fees paid to ASCAP for the period from 1937 to 1941 in the amount of three hundred fifty-seven thousand dollars.

Decision of the Supreme Court of Nebrasks was based upon the fact that the monies which had been paid by Station WOW and by Malec and his co-plaintiffs represented voluntary payments made within business compulsions or duress. Therefore, such payments could not be recovered in the two actions which had been brought under the Nebraska Anti-ASCAP Statute.

Louis D. Frohlich, ASCAP General Counsel, and Yale C. Holland, argued the appeals on May 10th in Lincoln, Nebraska.

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# RULES FOR CIVILIAN RADIO SET MANUFACTURING APPLICATIONS

A simplified procedure for applying for permission to produce electronic equipment, including home radio sets, was announced Monday by the Radio and Radar Division of the War Production Board.

Direction 2 to Order L-265 (Electronic Equipment) issued Monday, gives instructions for filing Form WPB-4000 for permission to build civilian radios and other electronic equipment restricted by the order, under the provisions of Priorities Regulation 25, the "spot" authorization order.

In the past, appeals under L-265 have been considered only in cases of unusual hardship, and complete lists of materials to be used in the production of end equipment and components had to be filed. The new instructions require only the filing of Form WPB-4000 and a listing of the quantities of seven of the most critical electronic components as listed in the direction. The listing of controlled materials, hardware or many other miscellaneous parts is no longer required.

A simplified procedure is also provided for requesting permission for a producer to use idle and excess inventories that he may have on hand for civilian production. In the past, a special authorization was required, but now no additional application need be filed. If components are to be obtained from some other holder's idle and excess inventories, however, the holder must still make application on Form WPB-1161 for their sale or release.

Applicants for "spot authorization" to produce electronic equipment under PR-25 must include on the WPB-4000 application form a description of each type and model of the product and the quantity (by quarters) to be produced. In addition, for each type and model to be produced, the proposed net unit factory billing value of the equipment and a statement of the quantity of each of the following types of components that are to be used in the manufacture of the equipment must be shown in a letter filed with the application:

1. Tubes
2. Transformers and Reactors (ecsluding intermediate frequency and radio frequency coils)
3. Capacitors, fixed and variable
4. Resistors, fixed and variable
5. Loud speakers
6. Switches
7. Sockets

Identifying specifications for each component must be given WPB said.

Applications for equipment or components to be produced during the third and fourth quarters of 1945 should be filed if possible on or before July 31, 1945, with the WPB field office for the District in which the producer's plant is located. Copies of Direction 2 of Order L-265, which contain instructions for filing under PR-25 and WPB-4000 application forms, may be obtained at any WPB regional or district office.

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## ELMO WILSON SUCCEEDS JOHN CHURCHILL AS CBS RESEARCH HEAD

Elmo C. Wilson has joined the Columbia Broadcasting System as Director of Research after 16 months overseas devoted to probing thought processes of German war prisoners and measuring effectiveness of Allied military propaganda in liberated France and Germany.

He succeeds John K. Churchill, who resigned from CBS to take a similar position with the newly formed Bureau of Broadcast Measurement. It is reported that Mr. Wilson is to receive $20,000 a year and Mr. Churchill is now drawing $25,000.

In announcing Mr. Wilson's appointment, Frank Stanton, Vice-President and General Manager, said, "His versatile background and wide experience in consumer testing, public opinion research and journalism equip him well to direct Columbia's enlarged postwar research program."

Mr. Wilson was Chief of Surveys for the Office of War Information, in the European Theater of Operations, and was attached to the Psychological Warfare Division of Supreme Headquarters Allied Expeditionary Forces in the same capacity.

Moving into the Normandy peninsula behind the Allied invasion armies, he surveyed results of radio broadcasts that spark-plugged French underground resistance. Mr. Wilson also tested printed and broadcast material on Nazi P.O.W.'s as a means of improving the quality of our propaganda intended for German mass consumption.

His wartime duties follow a busy career as newspaperman, social service worker, university instructor, historian, public opinion and consumer researcher.

Mr. Wilson was born 38 years ago in Minneapolis. He received his B.A. in the Class of '28 from the University of Minnesota where he did graduate work in journalism, political science and propaganda analysis, obtained an M.A., taught current history and formation of public opinion.

After a connection with the editorial department of the Minneapolis Journal, he became a field supervisor for the Big Brother Movement. In 1940, Mr. Wilson became associated with the Elmo Roper organization, remaining there until he joined the government in the Fall of 1941.

In the pre-Pearl Harbor period, Mr. Wilson organized public opinion surveys for the Government's then Coordinator of Information, continuing the same work when his department was transferred to the Office of Facts and Figures and, eventually, the OWI.

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## OWI SCHOOL FILLS WORLD-WIDE RADIO ENGINEER NEED

Calls come in from all over the world to the OWI Overseas Branch School for Radio Engineers established at the site of the Bethany Transmitters, two of the most powerful short-wave stations in the world a short distance from Cincinnati. The School was established in response to the OWI which must keep its world-wide radio operations in continuous service. This necessitated the special training of radio engineers.

Directing the operations of the School is R. J. Rockwell, Technical Director of the Broadcasting Division of The Crosley Corporation, and there is a staff of six Crosley engineers, each an expert in a particular field. Radiomen, some professional but mainly "hams" with years of experience on intricate home-made sets, were recruited for the classes.

A minimum of two weeks is required to complete the course, with three-hour lectures daily on transmitter theory, receiver theory and practice, antenna design and wave propagation. Five additional hours daily are devoted to actual field experience in and about the huge Bethany Transmitters. Meanwhile, the students also are receiving the numerous injections of serum necessary before going overseas and are taking indoctrination courses.

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## RCA TELLS HOW IT BEGAN

One of the first questions in the handsomely illustrated 50-page 1945 edition of "RCA - What It is - What It Does. Answers to Questions That Are Often Asked" is "What led to the formation of RCA?" The answer given is:

"Prior to and during the first World War, the United States depended largely upon British cables and foreign-owned wireless stations for communication with many important parts of the world. Great Britain was the communication center of the world. The war revealed to Americans that radio offered a new and competitive system; a starting opportunity for dissemination of intelligence. Development of radio would give the United States preeminence in radio communication, independent of other countries.

"To accomplish this, RCA was formed by the General Electric Company, as a result of suggestions by officials of the United States Navy. Arrangements were made to acquire the assets of the Marconi Wireless Telegraph Company of America. A charter was granted RCA under the corporation laws of the State of Delaware on October 17, 1919. The business and property of the American Marconi Company were acquired by RCA on November 20, 1919. On December 1, 1919, RCA began business as an all-American organization. Its charter provides that no person shall be eligible for election as a Director or

officer of the Corporation who is not at the time of such election a citizen of the United States. The charter also specifies that the Corporation may, by contract or otherwise, permit such participating in the administration of its affairs by the Government of the United States as the Board of Directors deem advisable. A clause in the charter provides that at least 80% of the RCA stock outstanding shall be held by citizens of the United States.

"The first Chairman of the Board of RCA was Owen D. Young; the first President, Edward J. Nally; David Sarnoff was Commercial Manager."

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THOMAS LEE OF DON LEE ALSO HEADS PACIFIC BROADCASTING CO.

Following the purchase of the stock of the Pacific Broadcasting Company by the Don Lee Broadcasting System, Thomas S. Lee, President of Don Lee System has also been elected President and a Director of Pacific. Likewise, Lewis Allen Weiss and Willet H. Brown, Vice-Presidents and General Manager and Assistant General Manager respectively of Don Lee, were named Vice-Presidents of Pacific with A. M. Quinn, Secretary-Treasurer.

The Pacific Broadcasting Company is a regional network of 22 affiliates. Don Lee has 38 stations.

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FCC TO CONSIDER CROSLEY SALE JULY 23; WINS AUG. 20

The transfer of the license of WLW included in the $22,000,000 sale of The Crosley Corporation to the Aviation Corporation will be taken up at a hearing of the Federal Communications Commission to be held next Monday, July 23rd.

Under consideration by the Commission is also the previous Crosley contract to purchase WINS, the Hearst station in New York for $1,700,000 plus $400,000 in advertising time to be given to Hearst. The Commission has granted a joint request to delete from the proposed sales contract covering WINS the provision which would give Hearst a 10-year option to repurchase at the best market price, and, if elected, to resell. The WINS hearing has been set for August 20th.

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Among those elected to the Board of Directors of the New York Philharmonic-Symphony Society for the season of 1945-46 was Col. William S. Paley, President of the Columbia Broadcasting System on leave, who is soon expected to return from overseas.

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DREW PEARSON GETS BIGGEST TRUMAN SCOOP; READ CODE

There was an explosion in radio and newspaper offices a week ago last Sunday night when Drew Pearson said over the ABC network in his fasion, "White House - Exclusive. President Truman has left for the Big 3 Conference!" The Associated Press tamely followed the next morning but was careful to quote Me. Pearson as its source.

Practically all the radio and news correspondents knew that President Truman had left but were so used to the gestapo censorship exercised by President Roosevelt, it apparently didn't occur to any of them to inquire if the relaxation of restrictions under the new regime might allow them to say some thing about it. Furthermore, the White House correspondents had voluntarily decided to hold out the story.

There, of course, was a tremendous squawk on the part of the radio and news men who were beaten. The Editor & Publisher, however, backed up Pearson as follows:

"The correspondents assigned to the White House unfortunately agreed to withholding news of President Truman's departure for Europe and promptly were scooped on their own story.

"What was common knowledge around Washington - when, where and on what boat the President left - was being held up through an 'understanding' between reporters and the White House until the latter 'released' the story.

"The President departed Saturday. Drew Pearson broke the story on the air Sunday night, then the White House correspondents sent the story for Monday morning publication without a 'release' from the White House. Since then the Office of Censorship has declared there was no security involved and publication did not violate the Censorship Code.

"Drew Pearson told Editor & Publisher that he 'did not attend any White House press conference, had no knowledge of such a conference, but obtained my information from high official sources on Sunday. The story of his departure was bruited about Washington and appeared to be known by everyone. I took the precaution of sending a written transcript of what I proposed using to the Office of Censorship which they okayed.'

"It is fine for correspondents to cooperate with the White House in withholding information given to them in confidence. But they should study the Code a little more thoroughly and object vigorously to withholding stories not covered by the Code or they will undoubtedly be scooped again in the future."

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## UNIFIED WORLD-WIDE U.S. SYSTEM OF COMMUNICATIONS URGED

Senator McFarland,(D), of Arizona, last week called for an independent, world-wide American communications system as an implement toward achievement of world freedom of the press.

Such a system also is necessary if American commerce and business are not to operate at a disadvantage in the postwar world, the Arizona Senator said.

Senator McFarland, a member of the Senate Interstate Commerce Committee, recently visited Europe with Senators Wheeler,(D), of Montana, and Capehard (R), of Indiana, to study communications. The trip, he said, confirmed his opinion of the need of a unified U.S. international system of radio and cables.

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## N.Y. NEWSPAPER STRIKE ENDS ON 17TH DAY; STATIONS RELAX

Ending the golden harvest for New York broadcasting stations, the strike of the 1700 deliverymen of the New York daily newspapers ended Tuesday after 17 days. For the first time in that entire period a New York newspaper (except PM) never reached Washington.

Union members voted to end the walkout after their counsel, Louis Waldman, announced that agreement had been reached with the Publishers' Association of New York to submit the dispute to arbitration.

Department stores and others fortunate to be able to get the time from the already oversold radio stations, advertised daily specials in spot announcements over the air - a technique quickly adopted by night clubs. Stations and sponsors doubled and tripled news broadcasts. Even so, according to the following Associated Press dispatch, New York was badly hit without its newspapers:

"The 13,000,000 newspaper readers in New York and its environs, habitually dependent upon their daily papers, found their lives considerably more complicated.

"The housewife didn't know what bargains the big stores were offering.

"The renting agent's telephone was silent by the hour. The shoe clerk found time for a smoke and the out-of-towner found seats of his choice at a score of theater box offices.

"Department store mail and telephone orders dropped sharply.

"Odds and ends shoes, made point-free by OPA for three weeks beginning Monday (July 9), failed to attract expected crowds of buyers because lots of people didn't know the release was on."

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## SCISSORS AND PASTE

### Justice Miller New President Of NAB A Leader - Not A Czar
(Washington Post)

The selection of Justice Justin Miller to head the National Association of Broadcasters affords a hopeful sign that the radio industry means to meet its postwar opportunities with a heightened sense of public responsibility. The president of the NAB is no czar. He cannot force upon the industry high standards of service. His function is to lead, not govern. It is altogether reasonable to suppose, however, that in selecting a president of Justice Miller's caliber, the broadcasters are genuinely looking for leadership and are prepared to follow it.

Broadcasting is, of course, a business. But it is a business which vitally affects the public interest, a business carried on through use of the public domain and a business which can justify its existence only as it renders public service. It needs to go beyond the characterization given it in an address last Spring by the interim president of the NAB, J. Harold Ryan. "American radio today", he said, "is the product of American business. It is just as much that kind of product as the vacuum cleaner, the washing machine, the automobile and the airplane. . . ."

In the early days of radio a somewhat different view of it was taken by Herbert Hoover. "The ether", he said, when he was Secretary of Commerce, "is a public medium, and its use must be for public benefit. The use of radio channels is justified only if there is public benefit. The dominant element for consideration in the radio field is, and always will be, the great body of the listening public, millions in number, country-wide in distribution." Justice Miller seems to share this philosophy.

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### Credits Sen. Wheeler With Training Pres. Truman
(From "The Job That Made Truman President" by Wesley McCune and John R. Beal in June "Harper's Magazine")

President Truman's training in the highly specialized business of Congressional inquiry began in 1936 under a master of the craft, Senator Burton K. Wheeler of Montana. Because Wheeler's isolationist views have dimmed his reputation during the war years, many people have forgotten that he earned fame as one of the most able, honest, and thorough of Senate investigators. He and Truman sat together on the Interstate Commerce Committee and he chose the younger Senator to serve as his lieutenant in a special study of railway holding companies.

For two years this inquiry plodded along through some of the dullest hearings ever recorded at the Capitol. During the early months, Truman seldom opened his mouth. He watched the Montana maestro question an endless procession of witnesses; and he studied railway finance and corporate organization with a dogged intentness which his colleagues considered rather eccentric.

The public's indifference to the railroad inquiry was simply deafening. As the hearings dragged on, the other members (including Wheeler) lost interest, and Truman frequently was the only Senator who showed up for public sessions. Before no audience except his own counsel, the witness and his lawyers, and one or two weary newspapermen, he conducted the questioning with meticulous fairness and a growing knowledge of the nation's transport system. He made no reputation; indeed, his fellow Senators sometimes hinted that he was wasting his time. But the investigation did result in a few important though obscure reforms. And a handful of industrialists and financiers began to speak of Truman as a strange sort of politician - a New Dealer who showed no desire to persecute business, a man who dug for his facts, used them surely, and tolerated no wool over his eyes.

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## Axe Seen For Petrillo-John L. Lewis Controlled Funds
("New York News")

When labor bosses set up big, personally controlled funds supposedly for their union members' social security, as J. C. Petrillo has done for his musicians and J. L. Lewis wants to do for his coal miners, such funds can be expected to come in for Government scrutiny, regulation and publicity.

These developments are on their way whether labor leaders like it or not. This is our biggest domestic problem at this time. The betting is good that it is going to be solved as we have solved our other problems of too much power in too few hands.

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## International Communications Merger Again Up At Bat
(Marquis Childs in "Washington Post")

According to reports, the Senate Committee headed by Senator Burton K. Wheeler came back from Europe pretty well convinced some kind of an international merger was necessary. One argument Admiral Jos. R. Redman, Director of Naval Communications, who accompanied the party and an advocate of a merger that would unite all companies in the international communications field into one, used is that the present United States military communications system could not be retrieved for peacetime use if there were several companies fighting over it. But since much of this military equipment is being operated in foreign countries that would never permit a similar use in peacetime, such an argument would seem to have little weight.

Accompanying the Senators, too, was Chairman Paul Porter of the Federal Communications Commission, the young New Dealer who was publicity director for the Democratic National Committee in the last campaign. Porter has come out publicly for a merger. But, as he explains it, it would be quite a different ticket from the one the companies would write if they could have their own way. To begin with, Porter would force a separation of functions - no company in the domestic communications field could also be in the international field.

(Continued at end of page 16)

## TRADE NOTES

The hearing with regard to the rules and regulations governing postwar FM, which was to have been held next Monday, July 23rd at 10:30 A.M., has been postponed to a week later, July 30th. The deadline for filing briefs is July 26th.

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The War Labor Board last Friday rejected a general wage increase for 3,500 ship radio operators.

In a directive order it also resolved 34 issues covering all conditions of employment in dispute between 29 Atlantic and Gulf Coast and 34 West Coast steamship companies and the CIO American Communications Association.

The Union had asked increases for radio officers on ships carrying one such officer from $172.50 a month to $266 a month and requested salaries of $266, $244 and $213 a month for three ratings on cargo ships.

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Secretary of Commerce Wallace having qualified for a private airplane pilot's license, is now going to try for a radio operator's license. We'll leave it to the reader to imagine how difficult it will be for him to get it.

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Marie Petrillo, 21, daughter of James C. Petrillo, President of the American Federation of Musicians, was married in Chicago last Saturday to Capt. Francis De Rosa, 27, of the Army Medical Corps, recently returned from Germany for reassignment to Pacific service.

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A. V. Duke has been appointed assistant to H. C. Bonfig, Vice President in Charge of Household Radio for Zenith Radio Corporation. Mr. Duke has been with the company in various capacities for ly years. He came to Zenith in 1928 as a member of the Accounting Department.

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Walter W. Jachens has been named Chief of the Lamp and Battery Section of the Electric Goods Branch, F. M. Mitchell, Director of the Consumers Durable Goods Division of the War Production Board, announced on Tuesday.

Mr. Jachens has been in charge of matters within that section pertaining to incandescent and fluorescent lamps, rectifier tubes, portable electric lamps and shades and liquid fuel lamps and lanterns.

Before Mr. Jachens went to WPB in August 1942, he was connected for several years with the General Electric Co., in its Appliance and Lighting Division in New York City, his home town.

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David J. Finn, known throughout the radio trade for his activities in sales and advertising, has been named Manager of the Renewal Sales Department of the Tube Division of the RCA Victor Division at Camden, N. J.

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The latchstring will always hang out for broadcasters at the office of Walter J. Brown, newly appointed Special Assistant to Secretary of State James F. Byrnes. Mr. Brown, who is Vice-President and General Manager on leave from WSPA, Spartensburg, S.C., and formerly a Washington correspondent, was also assistant to Judge Byrnes while the latter was Director of the Office of Economic Stabilization and Reconversion.

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John F. Gibbons has joined the Law Department of American Cable and Radio Corporation. Mr. Gibbons entered the communications field in 1920 and spent 17 years with the wire, cable and radio companies of the Postal Telegraph and Cable System. Shortly before the reorganization of the Postal System, he became associated in 1937 with RCA, and for several years was General Solicitor of its subsidiary R.C.A. Communications, Inc., until his resignation some time ago.

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Dick Carlson, Director of Personnel of the Federal Communications Commission, will resign August 1st. He will be associated with Roger & Slade, New York management consultants, and will continue to serve FCC on a consultant basis.

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James S. Knowlson, liquidation field Commissioner for the European theater, President on-leave of Stewart-Warner, Chicago, and former President of the Radio Manufacturers' Association, reported Monday that Army and Navy materiel in Europe, has been kept in excellent condition by careful handling.

Mr. Knowlson, just back from a four week tour, would not estimate the amount of surplus and residue material that will be available for disposal. He said this will depend on how much is needed in the Pacific.

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Paul Mowrey, Director of Television of the American Broadcasting Co., is making a tour of Western stations delivering a talk entitled "Broadcasting Tomorrow". In his speech he traces the histor of radio and forecasts in detail the future of television. Mr. Mowrey has, so far, visited Cleveland, Lexington, Ky., Cincinnati, Indianapolis, Chicago, Minneapolis and Des Moines, Iowa, and is due in Omaha, Nebr. today and on July 20th in Denver.

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("Scissors and Paste" continued from Page 14)

In other words, you would have a very loosely regulated monopoly. Some Senators, Wheeler among them, argue that if you can go that far, why not go the whole way and have Government ownership.

The best statement for competition has been made by Assistant Secretary of State William L. Clayton. He made a forceful case for the advantages of competitive rates; for competition in service, in skill, in inventiveness. This is the view, too, of the Department of Justice.

It seems to me it is hard to answer those arguments. Admittedly the problem is fearfully complicated. Unless you are a specialist, you can hardly understand it. The stop toward a monopoly is a long one. It will be a precedent. Events are forcing these decisions, and they are not easy.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF JULY 25, 1945



No. 1690

July 25, 1945

SET MAKERS GO THRU THE MOTIONS BUT SAY FM RULE WON'T WORK

The Federal Communications Commission has cracked the whip and the FM radio set manufacturers are jumping through the hoop but privately they are saying that the Commission's kicking the FM frequency allocations upstairs is going to cause one grand snafu (situation normal all fouled up).

"The Commissioners relying on the judgment of a single engineer, K. A. Norton, slamming the door in the face of the whole radio manufacturing industry, including the Radio Manufacturers' Association, the Radio Technical Planning Board, and even Major Edwin H. Armstrong, the inventor of FM, is a decision, I contend, which will come back to the Commission's doorstep to roost", said one high authority. "Don't think for a minute that the trouble is over for the Commission on that. They have made such a fundamental mistake there is bound to be a thundering commercial answer."

This informant intimated that the Commission was out to hobble FM and if possible finally "get it, public interest to the contrary notwithstanding". That seems to be a pretty general impression among the FM set manufacturers. They appear to feel that the FCC is doing its best to block FM's progress.

A new cause of complaint was that in the suggested rules and regulations for postwar regulations of FM, the FCC asked the broadcasters for comment on the following proposal:

"Should the FCC adopt a regulation that in the future when FM becomes an established competitive service with AM (present standard broadcasting), no person or persons under common control would be permitted to own, operate or control more than one AM or FM station serving the same area?"

"That", observes our FM informant, "is a veiled threat on the part of the Commission which says, in effect, 'if you make a success of your FM license you are liable to have your AM license taken away from you.' In other words, under that rule if Col. Robert R. McCormick of the Chicago Tribune, for instance, should make a success of his FM station WGNB and desired to keep it, he would have his regular station WGN taken away from him. (Only we bet the Commission would think twice before they'd ever jerk the chair out from under Colonel McCormick.)

"This 'take your choice of one or the other' is an additional obstacle the FCC is seemingly trying to put in the way of FM. When that little hint sinks in on the broadcaster who is thinking about adding an FM station, he is likely to say: 'Well I'll just let somebody else go ahead with the FM pioneering.' It is a most discouraging situation."

In our issue of June 27th we reported that the charge had been made by Major Armstrong that the FCC public report on FM Allocations had been falsified. This charge has not been denied to date. We also reported in the issue of July 11th that comment on the conduct of the hearing indicated that the inventor had been given what amounted to the "bum's rush" during his testimony.

It appears that something of the same thing happened during the closed hearing where the cross-examination of the Commission's key witness, Mr. Norton, was hurried by the Chairman. At one point the Chairman said that if the examination could be speeded up the Commission could get in a meeting that afternoon.

Accordingly, the hearing was closed prematurely and the FCC went into executive session. Ten minutes later, while some of those who attended the hearing were still around, the FCC went home. A good hour of the working day remained.

Following up the drastic action of moving FM upstairs, the FCC proposed a drastic set of allocation rules which, if adopted, may put out of action many of the high power pioneer stations built during the past five years.

"Comment was that somebody did not like FM -- it worked too well and served too many people well -- it must be cut down to AM size", our FM informant observed.

"The new rules propose three classes of stations, community, metropolitan area and rural. Emphasis seems to be on the metropolitan stations as they get most of the channels. The other two classes suffer from serious restrictions.

"The community station is limited to insignificant power. The rural station must be so located that it cannot serve a city located in its area -- which makes its practical operation an economic impossibility.

"Heretofore the idea has been for a broadcasting station to serve as many people as possible. Hamstringing the rural stations thus seems about as crazy as Wallace's plowing under the little pigs. Wait till the 'grass roots' Congressmen hear about that.

"It looks as if the CBS single market plan, a plan obviously adapted to protect the networks and not develop FM to its maximum capabilities, is in high favor. The theme song of the FCC has, however, been to develop FM to its maximum capability. Why propose restrictive regulations to prevent its being so developed?"

In connection with the hearing on proposed FM rules and regulations to be held in Washington next Monday, July 30th, Walter A. Callahan, General Manager of WSAI, Cincinnati, has recommended that a Committee of AM broadcasters be named by the FCC to submit amendments to the Commission's proposals.

"Broadcasters laboring under AM regulations far outnumber those in their ranks favored by the same regulations", wrote Mr. Callahan. "These broadcasters have much to contribute and because their problems are identical with applicants for FM who have no practical experience, these latter would defer to and have confidence in the opinions and recommendations from a committee of actual broadcasters. . . . This approach seems more constructive than for actual or potential FM operators, singly or in a body, contesting each and every point in the FCC proposed plan."

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OOMS WINS EASY CONFIRMATION AS U.S. PATENTS COMMISSIONER

Casper W. Ooms, 42 years old, for years a leading patent attorney of the Midwest was confirmed by the Senate last Friday to succeed Conway P. Coe, who resigned the middle of last month having served since 1933. Mr. Coe was subsequently elected Vice-President in Charge of the Patent Department of the RCA Laboratories.

Because of the fact that Leon P. Frazer, 1st Assistant Patent Commissioner was only allowed by law to act as Commissioner for a month, there has been an unprecedented accumulation of patents - 500 or more - but it is expected that the normal output will be again reached by the end of the month.

A graduate of Knox College and the University of Chicago Law School, Mr. Ooms began his law career as a clerk for the United States Circuit Court of Appeals in Chicago. He served with the Chicago firm of Williams, Bradbury, McCaleb and Hinkle, patent attorneys, from 1931 until 1938, when he started his own practice. He has lectured on patent law under auspices of the Chicago Bar Association and the National Lawyers Guild, and also has lectured at Yale University Law School and at John Marshall Law School.

While most of his patent practice has been for small or medium-sized companies, he has handled litigation in defense of patent suits for Armour & Co., the Bendix Aviation Corporation and Sears, Roebuck & Co.

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RCA INTERNATIONAL DIVISION TO MOVE TO NEW YORK

The International Division of the Radio Corporation of America, recently organized, is being expanded and the executive offices will be moved from Camden to New York City. Space not being available in the RCA Building, the offices will occupy the better part of two floors, about 21,000 sq. ft. in the Squibb Building at 745 Fifth Avenue which is between 57th and 58th Streets.

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## BROADCASTERS STILL HEIL THE FCC WHICH SEEMS TO LIKE IT

Following the Gestapo custom set by ex-Chairman James L. Fly, which was supposed to have been discouraged by the present Chairman of the Federal Communications Commission, broadcasters still stand a la the Supreme Court until the FCC members are seated. Absent is the business of the Chairman glaring around the room, as Mr. Fly used to do, to see if the broadcasters were obeying the rule before banging the gavel, which was the signal that they could sit down, but otherwise the entrance of the distinguished Commissioners is observed by the same mark of deference.

After Mr. Fly's exit from the chairmanship, it was reported that the first thing to be scrapped was to be the forced standing up which, needless to remark, has never brought forth any cheers from the industry.

Nevertheless at a banquet given by the National Association of Broadcasters shortly after Chairman Paul Porter ascended the throne, the well trained broadcasters stood as one man when he arose to speak. Mr. Porter, waving them down, said: "I thought that stuff was all over with", or words to that effect.

Yet the broadcasters continue to respectively rise. Far from FCC members resenting the obeisance, it is reliably reported that most of the Commissioners like it and that the custom is likely to continue ad infinitum.

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## RCA TO SELL COMPLETE LINE OF DRY BATTERIES

A complete line of dry batteries will be added to the RCA list of products beginning this month, according to L. W. Teegarden, General Manager of RCA Victor's Tube Division, Radio Corporation of America.

Pointing out that radio batteries comprise 60 percent of the battery industry's total sales, Mr. Teegarden said this marks the first time a full dry battery line has been offered by a radio tube manufacturer. It also marks the addition of a major line to the RCA Tube Division's list of products.

The new line will be placed with RCA tube and parts distributors and dealers associated with the radio industry, and orders will be filled on an allocation basis, he said. The application of the "preferred-type" idea, used with success by RCA in the electron tube field, will make it possible to service from 80 to 90 percent of the current radio and general utility battery demand with carefully selected types, Mr. Teegarden said. He pointed out that this procedure is advantageous to both distributor and dealer, since it makes for smaller inventories and quicker turnover. However, as conditions permit, the program will be extended to cover a full line.

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## FIGHTING U.S. MARINES PUT ON REALISTIC PROGRAM FOR CBS

Lieut. James Hurlbut, formerly of Station WTOP in Washington, and who through his work at Guadalcanal was one of the first Marine Corps combat correspondents to gain fame, is the producer of the new CBS series "Your Marine Corps", the first broadcast of which got off to a fine start last Saturday afternoon. Lieutenant Hurlbut worked in collaboration with Marine Technical Sergeants Alvin Josephy and Frank Acosta from Iwo Jima, and it was one of the best service broadcasts that has yet been heard. Lieut. George Putnam, well known news commentator, was at the microphone.

There was a realistic touch with the appearance of Lieut. John F. Kenney, one of the men of Wake Island who escaped from the Japs in China and who had arrived in Washington only a few days before. Marine Combat Correspondent Herman Kogan spoke from somewhere in the Pacific.

Making his debut as Assistant Commandant of the Marine Corps, which post he assumes August 1st, was Maj. Gen. Allen H. Turnage, who proved himself to be a first class speaker. General Turnage distinguished himself by leading the Third Division north for the assault on Guam and he described the transformation of Guam since the Marines landed there a year ago from a war ravaged tropical island into a great forward naval base.

The famous U.S. Marine Band was at its best and there was a nice little bouquet from Lieutenant Putnam for Capt. William F. Santelmann, its leader.

"Your Marine Corps", originated from Station WTOP, Washington and will originate from there weekly hereafter at 3 P.M. EWT.

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## BOB KINTNER IS SKIPPER OF NEW ABC PUBLIC RELATIONS DEPT.

Chester J. LaRoche, Vice Chairman of the American Broadcasting Company, last week announced the establishment of a Department of Public Relations for the network. The department will be under the supervision of Robert E. Kintner, Vice President.

The Department will coordinate all information activities of the Company, including publicity, public service and audience mail. In the new Department will be Publicity, with Earl Mullin as Manager; Public Service, under the direction of Harrison B. Summers; and Audience Information, under the supervision of Doris Hastings. Mr. Kintner also will continue to supervise the network's News and Special Events Department and the Washington operations of the Company.

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# FCC APPROVAL OF WLW SALE TO AVIATION CORPORATION SEEN

Following hearings last Monday and Tuesday in Washington in connection with the proposed transfer of control of The Crosley Corporation, including WLW, Cincinnati, for $22,000,000, the impression seemed to be that approval insofar as WLW changing hands was concerned would be forthcoming from the Federal Communications Commission. The sessions marked the first appearance of FCC Commissioner William H. Wills, of Vermont, who succeeds former Commissioner Case.

Among the witnesses who testified were Powel Crosley, Jr., President of The Crosley Corporation; Victor Emanuel, Chairman of the Aviation Corporation; R. E. Dunville, Vice-President and General Manager of WLW; R. J. Rockwell, Engineering Director of the Broadcast Division of The Crosley Corporation; Irving Babcock, a Director of Aviation Corporation; R. C. Cosgrove, Vice-President and General Manager of The Crosley Corporation; Raymond S. Pruitt, Vice-President of Aviation Corporation; Walter A. Mogensen, Vice-President and Treasurer, Aviation Corporation, and George E. Allen, a Director of the Aviation Corporation.

Powel Crosley told how he had started out a small mail order business for a client in 1916, who originally put $500 in the bank for that purpose. He bought out the client's interest. Primarily Mr. Crosley sold automobile accessories, but he became interested in the manufacture of radio sets. His first transmitter was in his house with 20 watts power, and then came the first WLW with 50 watts power.

"That is the first time I heard about super-power", Mr. Crosley said laughingly. Mr. Crosley said the year before the war the peacetime business of The Crosley Corporation grossed about $27,000,000. "Last year our gross business was $98,000,000", Mr. Crosley said.

He added that he had been very fortunate in developing his broadcasting activities in securing the services of such men as James Shouse, Bob Dunville and Mr. Rockwell.

Asked what the primary interest of the Aviation Corporation was in purchasing Crosley, Mr. Crosley replied:

"Well I think they were probably greatly interested in our distribution, our distributor set-up, our dealer set-up throughout the country for the sale of household appliances."

Mr. Emanuel said the business of the Aviation Corporation and associated companies was in excess of a billion dollars for 1944. Asked how much time the Aviation Corporation will spend on The Crosley Corporation's broadcasting activities, Mr. Emanuel answered:

"I have never considered that question. I know the entire Board is very much interested in broadcasting." Mr. Emanuel denied that Aviation stock would be issued for the stock of The Crosley Corporation. The witness was asked if he would be surprised if he were told that the estimated cost of constructing the FM and television stations now on file with the FCC for The Crosley Corporation was $2,135,000. His answer was "No", saying he had been told this work was very expensive." Mr. Emanuel said that insofar as broadcasting was concerned, his conception "would be a kind of a job that best served every man, woman and child in America."

Mr. Allen, who was a close personal friend and adviser of President Roosevelt, and who occupies the same position with President Truman, when asked if he had ever been a stockholder in The Crosley Corporation, laughed saying, "No; I did well to hold my 400 shares in the Aviation Corporation."

There was no confirmation of the report that Capt. Harry C. Butcher, U.S.N.R., aide to General Eisenhower and Vice-President on leave from the Columbia Broadcasting System, would resign from Columbia to head the Aviation Corporation's broadcasting activities. It was said that Captain Butcher had been brought to the attention of the Aviation Corporation by Mr. Allen.

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## AGREES THAT ELLIOTT'S LOANS SHOULD BEAR NEW DEAL TAG

Although he could not be present to do it himself, Senator Capehard (R), of Indiana, lost no time having an editorial from the Saturday Evening Post, which attracted country-wide attention, "Elliott's Radio Loans Belong in New Deal History" inserted in the Congressional Record (July 21). The Post editorial reads, in part, as follows:

"By this time most Americans have made up their minds one way or another about the significance of the revelations published by Westbrook Pegler concerning a loan of $200,000 made in 1939 by John Hartford, a chain-store 'economic royalist', to Elliott Roosevelt and liquidated in 1942 by 'the Roosevelt family' at two cents on the dollar. * * *

"Certainly there will be no disposition, even among those of us who found Mr. Roosevelt considerably less than perfect, to gloat over this evidence of grade C ethical standards in money matters. The fact that a President of the United States who was a millionaire in his own right should be content with such a settlement on behalf of his son is one of those mysteries which experts on the Roosevelt character must explain as they can. Franklin D. Roosevelt was a public figure who is understood to have had ambitious aspirations for a place in history. If in some matters his sensibilities left something to be desired, that has to go into the

reckoning along with everything else, plus and minus. The rule of de mortuis nil nisi bonum cannot be invoked to prevent a full appraisal of the New Deal and its leading personalities. We cannot, as the neo-liberals used to remind us, escape history.

"The ability of most of us to arrive at a dispassionate judgment of Mr. Roosevelt's place in history during his life was limited by the fact that for more than 12 years any American who undertook to criticize Mr. Roosevelt's policies or call in question any of his acts risked a barrage of abuse which was at times beyond belief. Tory, reactionary, Fascist, appeaser, Roosevelt-hater, and conspirator were words used indiscriminately to describe any citizen who might have his doubts on OPA or the bookkeeping of Lend-Lease. Mr. Roosevelt himself delivered pios lectures from which we were expected to conclude that the President's opponents were men of evil purpose and low morals, except when they were the fatuous dupes of wicked malefactors. He was particularly contemptuous of those who played fast and loose with 'other people's money'.

"Now, after President Roosevelt is dead, we find him tolerant of a transaction which almost any of his horse-and-buggy critics would have shunned, if only to avoid the appearance of evil. What explains it? Mr. Roosevelt's undaunted admirers, who are industriously making him into a legend, will laugh it off as the ill-considered act of an importunate youth. Don't we all have trouble with our boys? But that won't don. It doesn't explain the late President's failure to insist that his son should not involve the White House in such a transaction. Still less the Roosevelt family's failure to do as millions of Americans, more hard pressed than they, have done - pay the debt in full."

A United Press dispatch has this to say with reference to the same loan:

"The Treasury is expected to complete within a few days its report on the reported transaction in which a $200,000 loan to Brig. Gen. Elliott Roosevelt was settled for $4,000.

"One member of the House Ways and Means Committee, which requested the inquiry, predicted that the report would 'whitewash the whole matter'.

"Although the Treasury report probably will be ready this week-end, it may not be made public before Fall. It will be released only by Committee Chairman Robert L. Doughton (D., N.C.), who is away from the Capital. He may not return until the House convenes October 8th.

"The investigation followed published reports that John A. Hartford, President of the Atlantic and Pacific Tea Co., settled a $290,000 loan to the late President's son for $4,000 and claimed a $196,000 bad debt reduction from his income tax.

"The settlement purportedly was negotiated by former Secretary of Commerce Jesse Jones."

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## WLB UPHOLDS WFTL, MIAMI, CLOSED SHOP

The War Labor Board, following up its decision that it was not bound by Florida's "right-to-work" amendment, Tuesday upheld the closed shop at Miami Radio Station WFTL, a station owned by the Fort Industry Company, of which Commander George B. Storer is President.

The national Board affirmed the decision of its Atlanta Regional Board, directing continuation of a closed shop agreement which the AFL radio broadcast technicians had negotiated with the previous owner. The union represents nine technicians.

Industry members of the Board dissented. Florida's attorney general intervened in this case, and in a similar one involving the Tampa Box Co., J. W. Young & Co., and Enterprise Box Co., all of Tampa. Approval of a maintenance of membership decision in the latter case was announced last week.

Florida voters last November amended the State's bill of rights to provide that "the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization, provided that this clause shall not be construed to deny or abridge the right of employees, by and through a labor organization or labor union, to bargain collectively with their employer."

The WLB held that laws of the United States are superior to State laws or State constitutions and acted, it said, under mandate of the Smith-Connally War Labor Disputes Act to settle labor disputes which might affect the war effort.

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## MACKAY RADIO OPENS NEW BERLIN CIRCUIT

Inauguration of a new direct circuit between New York and Berlin, Germany, was announced last week by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation. This circuit was formerly assigned to the Ninth Air Force. Mackay Radio announced that it has opened an office in the Red Cross building in Berlin to accept messages from Army personnel.

While with the Air Force unit, the station was used to transmit press messages to the United States and to furnish shortwave programs to this country. The station then, as now, was staffed entirely by Mackay Radio personnel.

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## RADIO CAN'T DO IT ALONE, NEWSPAPER POLL CLAIMS

Two surveys on public reaction to the recent delivery men's strike against New York publishers claimed Tuesday that the longer habitual readers go without newspapers the less they like it.

Fact Finders' Associates, Inc., polling a cross section of public opinion for the American Newspapers Publishers' Association's Bureau of Advertising, reported that 89.2 per cent of those interviewed said radio did not completely fulfill their need for news.

The first poll, conducted in the first week of the strike, featured the question: "You are probably getting most of your news now from the radio. Is radio completely fulfilling your need for news?" Results of the first survey showed that 76.6 per cent felt it did not. In the second survey, taken July 11 and 12, five days before the 17-day strike ended, there were 89.2 per cent negative answers to the radio question.

In the early survey taken July 3 to July 5, 74.2 per cent of those interviewed said they missed most the national and war news. The others said they missed it very little.

The later survey on this subject showed 76.4 per cent missed national and war news most, with 23.6 unaffected by this lack of news.

In the first survey, the absence of local news affected 70.9 per cent and failed to disturb 28.1 per cent. The percentages in the second survey were 65.3 and 34.7, showing a slight decline in concern over absence of local news.

Women were interviewed on the lack of advertising and in the first survey 79.1 percent said they missed the ads very much or moderately. The others reported they scarcely missed them at all. In the second survey the percentages were 77.4 and 22.6.

Asked whether they missed newspapers more after 10 days of the strike than they did earlier in the walkout, 58.7 per cent said "yes", 29.1 said "about the same" and 12.2 said they missed them less.

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Ceylon has about 11,700 radio receivers and it is estimated that 10 percent is equipped to play phonograph records. More than 50 percent of the radio receivers is equipped to use United States tubes, and approximately 90 percent of the sets imported during recent years is so equipped.

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## FIGHT OVER "ABC" TAG SEEN IN ASSOCIATED NET PLANS

With the announcement of Leonard A. Versluis, President of the Associated Broadcasting Corporation, in Grand Rapids of the expansion of his chain into trans-continental proportions September 16th, a clash was seen with the American Broadcasting Company (formerly Blue Network) over the use of the letters "ABC". Mr. Versluis operates WLAV in Grand Rapids, Mich.

The network, which for two years has released programs to more than 100 stations, will have key outlets in Chicago, New York City, Washington, D. C., Hollywood, Calif., and Grand Rapids, Mr. Versluis said.

WJJD, Chicago, has been an outlet for more than a year of programs originated by Mr. Versluis in Grand Rapids.

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## G.E. DESCRIBES TELEVISION SYSTEM FOR DEPARTMENT STORES

A 16-page publication titled "Intra-Tel Systems", a commercial development of television, has been prepared by the Transmitter Division of the General Electric Company.

The brochure describes in detail a television system for use by department stores, and gives the initial cost and yearly operating expense based on prewar prices for a typical system. It is illustrated by numerous charts, drawings, and scenes from recent merchandising presentations over General Electric's television station WRGB.

There are four applications of television for department stores. It can be used as (1) a mass advertising medium, (2) an internal merchandising medium, (3) a television receiver merchandising medium, and (4) a new sales personnel training medium.

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## DETROLA-UTAH-UNIVERSAL MERGER APPROVED

International DetrolaCorp. announced last week its Directors, along with Directors of Utah Radio Products Co., Chicago, and Universal Cooler Corp., Marion, Ohio, have approved a proposal to merge.

C. Russell Feldmann, President and Chairman of the Board of Detrola, said the three industries have 7,500 shareholders and in their last fiscal year had aggregate sales of $132,000,000. He said stockholders would be asked to vote on the proposal soon.

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## AIRTIGHT STEEL-TO-GLASS SEAL FOR TUBES DEVELOPED BY RCA

A new method of fusing steel and glass in a permanent airtight seal for metal electron tubes has been revealed by Dr. G. R. Shaw, Chief Engineer of the Tube Division of the Radio Corporation of America. The method provides a more foolproof process, he said, in addition to permitting the use of a staple metal for the glass-to-metal seal in place of special alloys which are more costly and sometimes scarce.

The new procedure, developed by engineers of RCA's tube manufacturing plant at Harrison, N.J., depends upon the control of processing so as to secure good "wetting" of steel by glass. At the same time, the new procedure incorporates a mechanical design which provides compression strains at the glass-metal boundary, and thus compensates for differences in expansion of the two materials.

Since the ruggedness and self-shielding character of metal tubes makes them especially desirable for use in combat equipment of the armed forces, he said, the steel-to-glass seal is of direct significance to the war program as well as to future peacetime applications.

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## NAVY TESTS PLAN FOR RADIOPHOTOS AT BEACHHEADS

The Navy has disclosed that experiments are in progress for radiophoto transmission direct from shipboard at the scene of an invasion landing, to expedite the delivery of news from the Pacific war.

Facilities already have been provided for war correspondents to file "copy" or broadcast on a Navy vessel lying off the beachhead, for transmission via Guam to San Francisco. Four communications ships were provided at the Iwo Jima and Okinawa beachheads for that purpose.

Radiophoto transmission from Guam to the mainland has long been in operation. The famous Iwo Jima flag-raising picture, taken by Associated Press Photographer Joe Rosenthal, was transmitted in seven minutes after it was flown from Iwo to Guam.

The Navy is now using mobile units on the beachheads ashore to give press and radio correspondents direct contact with communications ships offshore, and the Navy said "It is believed this service will be available direct from beaches in the Japanese home islands when the invasion takes place."

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## SCISSORS AND PASTE

### Reports Paley Proposing New German Broadcasting System
("Variety")

Col. William S. Paley's recommendation to the OWI on the setting up of a German Broadcasting System, contained in a letter sent to the Government agency by the CBS prexy-on-leave, was disclosed on Johannes Steel's WHN (N.Y.) news commentary program last Friday.

As revealed by Steel, Paley favors leaving the future of German broadcasting in German hands, with those considered best qualified to assume responsibility of organizing a GBS to be determined via questionnaires listing background, qualifications, solvency, activity under the Nazis, dependability "and his general ideas as to the type of broadcasting service he will propose."

Steel quoted the following excerpt from Paley's suggestions to the OWI:

"It is recognized that attempts might be made to abuse the privilege granted Germans in originating their radio output but anyone who made such an attempt would pay a high penalty for doing so. The control method would provide better cooperation from (German) employees than we would get from Germans if we, and not they, were assuming the responsibility and the risks of broadcast content. In trying to trick us they would irreparably damage themselves."

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### Suggests Papers Plan For FM Program Listings Expansion
(Jerry Walker in "Editor & Publisher")

While newspaper publishers wade into problems of microvolt boundaries, millivolt medium field intensities and the comparative merits of horizontal and vertical polarization, their managing editors might be giving a little attention to a phase of FM radio development which will be "their baby" long before many stations are operating.

How are the newspapers going to handle the radio program listings when there are 10 or a dozen local stations, in addition to the network stations and maybe a couple of television stations? . . . .That's the question, and the genius who discovered how to compile listings in space-saving tabular form, when newsprint shortages arrived, has an opportunity to perform another great service.

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### Duke Of Windsor Mentioned For ASCAP
(Danton Walker in "Washington Times-Herald")

The Duke of Windsor may become an honorary or actual member of ASCAP. Frankie Carle is penning music to some lyrics the Durke once wrote called "Sincerely Yours", thereby putting him in the same class with Gen. Patton, Jimmy Walker, Nick Kenny, et al.

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## Think Broadcasts To Japan O.K. Despite Small Audience
(From "London Calling" Overseas Journal of the BBC)

Nearly two years ago the BBC introduced "A Programme for Japanese Listeners" into its broadcasts to the Far East, despite the fact that its potential audience was believed to be small. No one in Japan, apart from a limited number of privileged officials, is allowed to possess a short-wave set.

Is it worth while to talk to such a scanty audience? The BBC is convinced that it is. For, although the true facts about much of what is happening in the world are withheld from the mass of the Japanese people, their leaders are well-informed. And it is almost certain that, however small may be the number of those who actually hear the broadcasts from London, a verbatim report of what the BBC says is placed each morning on the table of the more important Government officials.

That opinion is firmly held by the Director of the BBC Far Eastern Service, John Morris, who speaks from intimate acquaint- with intellectual and official Japan. Formerly Professor of English literature in Keio University, Tokyo, he was at one time also an adviser to the Japanese Foreign Office (and is the author of Traveller from Tokyo). In his view, a short programme of high-grade material is likely to be more fruitful of results than would many hours of would-be popular entertainment.

However, apart from listeners in Japan itself, there are large numbers of Japanese soldiers and sailors on active service who are able to listen to British news, since, in order to hear their own broadcasts from Tokyo, they cannot be forbidden the use of short-wave receivers.

The broadcast is limited at present to a half-hour daily, given by people with a world reputation in their particular subjects Propaganda is not indulged in. But in reporting the war, a strong point is made that it was British ideas and the British system of leadership that triumphed over German totalitarianism.

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## JAYCEE RADIO WEEK SET FOR AUGUST 26-SEPTEMBER 1

Junior Chambers of Commerce throughout the United States will join in recognition of radio as a medium of free speech during Jaycee Radio Week, August 26-September 1.

Informed of plans for Jaycee Radio Week, J. Harold Ryan, President of the National Association of Broadcasters, Washington, D. C., said that the announcement will be received with great enthusiasm by the broadcasters of America. "It is eminently appropriate that the theme of this observance will be 'Freedom of Speech'", he stated. "The broadcasters will report on their guardianship of this vital guaranty of the Constitution and make plans with the young men of America for the preservation of our heritage as free people. The broadcasting industry, like the Junior Chamber of Commerce, is working for victory and victory's vibrant promise that the Jaycees, the broadcasters and all men of good will may observe succeeding anniversaries in a world of uninterrupted peace and freedom'

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## TRADE NOTES

The second session of the informal Engineering Hearing will be held August 1, with respect to FM and Facsimile and August 2 with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Sts., N.W., in Washington, D.C. at 10 A.M.

Reports of the sub-committees on FM and Television will be available for consideration at that time. "It is hoped that those interested in Facsimile will have submitted proposed standards for discussion", says the FCC call for the meeting signed by G. P. Adair, Chief Engineer. "All engineers interested are urged to attend."

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Dempsey & Co. of Chicago on Monday offered 150,000 shares of the common stock of the Admiral Corporation at $12.50 a share. About half of the shares are being offered by the company. The proceeds it receives will be used for expansion in the radio, electric refrigerator, electric range and home freezer fields.

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Stuart Crocker, President of the Columbia Gas & Electric Corporation, who began his business career with the RCA, has been elected a Director of the Guaranty Trust Co. of New York.

In 1922 he became assistant to Owen D. Young, Chairman of the Board of RCA and the General Electric Company, and later Vice-President of International General Electric Company, and Vice-President of the General Electric Company.

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It is expected that the FCC's order to restore all stations to full power October 1st will include the boosting of WINS, New York from 10 to 50 KW; WGAR, Cleveland, O., 5 KW to possibly 50 KW; WJLS, Berkley, W. Va., to 1000 w. day and night; KTBC, 1000 w. day and night, and KEVR, Seattle, Wash., from 250 w. to 5 KW.

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The Cowles Broadcasting Company has received the approval of the Federal Communications Commission to acquire control of WNAX at Yankton, S. D., in a $13,000 stock acquisition.

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The new $8,000,000 General Electric Research Laboratory will be built five miles east of Schenectady, New York, on the Mohawk River. The geographic location is said to offer special advantages for radio and television, high voltage X-Ray, and radar research. Buildings with 300,000 square feet of floor space will accommodate an expanded postwar research staff of about 800. It is hoped that construction can start in six months.

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Easing of military requirements have allowed allocation controls to be lifted from all molybdenum and tungsten products except wire, the War Production Board reported Tuesday.

Accordingly, orders M-369 and M-369-a, which previously established allocation controls, have been revoked. To maintain allocation control on the wire products, WPB issued Direction 6 to the steel order M-21. Under this direction, processors are required to file a report of estimated monthly production of tungsten and molybdenum wire with the Ferro Alloys Branch of WPB's Steel Division.

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Gardner Cowles, Jr., President of the Cowles Broadcasting Company is a member of the Board of Directors of the East and West Association of which Pearl Buck is President.

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Speaking over WGY in Schenectady, James D. McLean, of General Electric, said that 150 television stations would be in operation after V-J Day, thus giving television to half the people of the country.

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The Office of War Information has decided to abolish its foreign news bureau, which supplies the American press with news from foreign broadcasts, principally Japanese.

Neil Dalton, Director of OWI Domestic Operations, said discussions are under way with the Federal Communications Commission to see what arrangements can be worked out for distributing foreign news. He said he thought the news undoubtedly could continue to be available in some form.

The actual monitoring of foreign broadcasts is conducted by FCC. The OWI Foreign News Bureau digests and distributes the broadcasts.

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540 radio manufacturers, 40 radio magazine publishers (approximately) have failed since the start of active broadcasting twenty years ago. & Television

Radio/Retailing is the only magazine to appear in the Business Paper Section of Standard Rate & Data Service for June 1925, which is still published today under the management of its founders Messrs. O. H. Caldwell and Mr. Clements.

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Shipments of the Storage Battery Division of Philco Corporation in the first six months of 1945 were 32% ahead of the corresponding period last year

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Count Ciano writes in his diary December 24, 1942, now being widely syndicated by the Chicago Daily News:

"Yesterday I was in Mussolini's room while he listened to a radio speech by the Pope. 'The vicar of God should never speak', he said. 'He should remain among the clouds. This is a speech of platitudes that would be done better by the parish priest of Predappio.'"

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# HEINL RADIO BUSINESS LETTER



2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF AUGUST 1, 1945



No. 1691

August 1, 1945

LARGE NETWORKS DENY THEY ARE TRYING TO HAMSTRING FM

There was a general denial by the heads of three major networks at the hearings which began Monday before the Federal Communications Commission on its suggested regulations to govern FM broadcasting that, as has been charged by the proponents of FM, the chains were really trying to block FM.

"In my opinion", Paul W. Kesten, acting President of the Columbia Broadcasting System, declared, "the issues before the Commission which most profoundly affect the future public service of the broadcasters are first, any restraints placed on FM programming, second, any unnecessary restraints placed on FM station ownership, and third, the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs -- essential always to listeners' enjoyment and vital to national unity and welfare in times of crisis -- can be physically attained."

Mr. Kesten had prefaced his statement by saying that he believed FM issues before the Commission at this time exceeded in total importance to the public and the broadcaster those of any hearing he could remember before the FCC. He said the Commission in deciding these issues was deciding the whole future of broadcasting.

Niles Trammell, President of the National Broadcasting Company, said "we must build the new upon the old, maintaining the vital services unimpaired and determining on the basis of experience the role which each service is to have."

Mark Woods, President of the American Broadcasting Company, sounded what appeared to be the keynote of the day when he said, "the proper approach to the whole problem of regulation should be one which will result in a minimum of restrictions so that the growth of FM will be as rapid as possible."

Mr. Trammell recommended amendment of the limiting regulation to permit all licensees of AM and FM stations to broadcast simultaneously their entire schedule of all programs over their FM facilities "in order that a complete program service may be immediately and continuously available to owners of both AM and FM receivers."

"Such a combined service", Mr. Trammell argued, "would provide FM with the best programs available, create a widespread audience for FM, encourage the production and distribution and use of FM receiving equipment, and, at the same time, extend the benefits of FM to well-recognized and popular programs."

Mr. Woods likewise objected to any regulation limiting simultaneous and duplication of any program on FM and AM in the same area by an AM broadcaster operating an FM station.

Identical programming of AM and FM transmitters owned by the same licensee is the single key to the program problem. Mr. Kesten argued: "With identical programming the listener can buy a simple FM set and not be cheated out of his favorite programs. With separate programming, he must sooner or later buy a combination FM-AM set or else two separate sets. Now this too would be a bonanza for set makers and set sellers - they tell me the extra cost to the listener for a combination set would range between $15 and $50 - and this I would begrudge. Because this would slow down, not speed up, the growth of FM."

Mr. Trammell contended the proposed commission government of two hours of programming per day on FM transmitters, separate and distinct from the licensee's AM program, "would compel the AM broadcaster to divide his resources, his audience, and his revenue, without any equivalent benefit to the radio listener."

Mr. Kesten said: "Most of us at CBS have believed FM was destined to replace AM as surely as the tungsten lamp was destined to replace the old carbon lamp.

"American listeners are accustomed to receiving over a hundred million dollars worth of program service in 30,000,000 homes. Unknown to most of these listeners, the physical plant which delivers this service to them is about to undergo a revolutionary change. Somehow the way must be found to permit all this to be accomplished without substantial injury to the listener. Putting it another way, we are about to tear up and replace all the roads over which millions of listeners travel, at the flick of a switch, to reach their favorite radio programs - yet we must not for one hour interrupt the enormous flow of listening traffic which these highways carry."

Mr. Kesten said that since all broadcasters cannot look forward to substantially larger total audiences, it is very evident that they will be assuming FM transmitting costs without tangible hope of additional return. The size of this additional investment he estimated at $50,000,000 if each present AM broadcaster erects a corresponding FM transmitter. The witness stated that from the moment that FM sets are sold in any area, every hour of FM listening represents a reduction in the AM audience because no listener can tune in AM and FM at the same time.

Frank Stanton, Vice-President and General Manager of CBS, testified in support of the "Single Market Plan" of FM licensing, which he said would provide "maximum effective coverage with minimum use of the spectrum" in addition to minimizing public confusion during the changeover period from AM to FM broadcasting.

Mr. Stanton described the "Single Market Plan" as being "based on the simple and indisputable fact that, generally speaking, radio needs its strongest signal at the point of densest population, in the congested, built-up urban areas."

"The idea of having a wholly democratic radio in FM with the greatest possible of stations consistent with effective coverage" was advanced by Mr. Stanton as the basis for CBS' support of the single market plan.

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GAMMONS MAY BE CBS V-P; BUTCHER BOOK SEEN AS BEST SELLER

There are those who believe that Earl H. Gammons, who has been pinch-hitting for Capt. Harry C. Butcher, USNR, as Washington Vice-President of the Columbia Broadcasting System, may now succeed Captain Butcher. When General Eisenhower drafted Mr. Butcher as his Naval Aide at the beginning of the war, Mr. Gammons, then General Manager of CBS-owned Minneapolis-St. Paul station, was called in for the duration as Director of the Washington office. It seems to be generally agreed that he has done an excellent job (the position hardly having been a bedof roses for a new man coming into Washington in wartime) and the logical conclusion seems to be that Mr. Gammons has more than an even chance to succeed Mr. Butcher, who resignedlast week so that he would be able to give the necessary time to writing abook which already promisesto be a best seller about his experiencesunder General Ike. This does not mean that Mr. Butcher has entirely severedhis relations with the network as in the mean time he is down on the books as Consultant to CBS on public relations.

Furthermore, Columbia has loanedCaptain Butcher his former assistant, Miss Gladys Hall, conceded to be one of the best secretaries in the National Capital, and an actress and comedienne of promise as those who attended a party Louis "WGN" Caldwell gave last Winter can testify.

A diary which Captain Butcher has kept of the spectacular rise of General Eisenhower will form the basis of the book which will be published by Simon and Shuster. In its original form the diary runs to more than a million words. Working title to the book is "Three Years with Eisenhower".

The current text was kept in loose-leaf binders, which were carried and kept in a field safe at the various headquarters and advance command posts. Two sets of microfilm copies were made and placed in separate safes for security. Captain Butcher, his publishers said, is working from one of the microfilms "blown-up" on paper.

Such exciting scenes as Mr. Butcher has witnessed, it would seem, might also later make first class radio and movie material. He represented the Supreme Allied Commander at the surrender of the Italian Fleet to Admiral Sir Walter Browne Cunningham in September 1943, and was also present at Reims, France when the German High Command finally bit the dust.

The book will be published next Winter.

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## SET MANUFACTURING RECONVERSION MAY BE SLOWER THAN HOPED

Two snags seen by the Radio Manufacturers' Association which may slow up reconversion of the radio manufacturing industry are a shortage of critical components and an uncertainty of prices which will be allowed by OPA.

WPB officials state that the present outlook, based on the assumption that the Japanese war will continue through 1945, is for a relatively small output of newradios this Fall, growing steadily to a substantial volume by the first quarter of 1946. Of course, any sudden change in the military situation, they point out, will speed up civilian production.

A note of warning to the radio industry that the first stage of reconversion will be a "trial period" and that military requirements must be met if the supplemental civilian production is to be permitted comes from Melvin E. Karns, WPB Radio Reconversion Officer, in a statement to RMA.

If the WPB Radio and Radar Division and the radio industry "fail to make certain that military requirements are fully supported", Mr. Karns said, "the civilian production may have to be set aside." He called upon the industry to observe the "spirit and intent of existing priorities regulations".

Under regulations announced last week by OPA radio set manufacturers who obtain "spot" authorization to produce civilian radio sets may either sell at their 1942 prices or apply for individual adjustments pending a determination of the industry-wide "increase factor". For this purpose a "profit factor" of 3 percent has been given radio and phonograph manufacturers to use with allowable increases in basic wage rates and material costs in applying for higher prices.

As price ceilings have not been fixed, however, on radio parts and tubes, set manufacturers are unable to calculate accurately what their materials costs may be. Cost data is just now being requestedof parts manufacturers, and several weeks' delay is in prospect before these prices are determined. Parts manufacturers meanwhile cannot avail themselves for individual adjustments under the "interim" formulas announced by OPA.

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## NAB OFFICIAL ELECTED SECY OF NATL. ADVT. FEDERATION

Miss Helen Cornelius, Assistant Director of Broadcast Advertising, National Association of Broadcasters, has been elected Secretary of the National Federation of Advertising Clubs. Miss Cornelius is former Merchandise Editor of Harper's Bazaar and Survey Director of the Office of Civilian Requirements, War Production Board.

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## PRATT, OF AM. CABLE & RADIO, HEADS RADIO PLANNING BOARD

Haraden Pratt, Vice President and Chief Engineer of the American Cable and Radio Corporation, was last week elected Chairman of the Radio Technical Planning Board, the world's leading engineering group concerned with the technical future of the radio industry and related services. Mr. Pratt will take office October 1, 1945. He succeeds Dr. W. G. R. Baker, Vice President, General Electric Company, who has been Chairman since the RTPB was organized in September 1943.

Long recognized as one of the leading contributors to radio, Mr. Pratt now assumes a position of even greater influence with an organization that is responsible for the scientific development of radio as applied to both communications and industry. The Radio Technical Planning Board is a non-profit group, sponsored by the Institute of Radio Engineers, the Radio Manufacturers' Association, the American Institute of Electrical Engineers, and a long list of organizations in allied fields.

Mr. Pratt, in addition to his position with the American Cable and Radio Corporation, is Vice President and Chief Engineer, Mackay Radio and Telegraph Company, All America Cables & Radio, Inc., The Commercial Cable Company; Vice President, Federal Telephone and Radio Corporation, all associates of the International Telephone and Telegraph Corporation, and is Fellow, Director, Secretary and Past President, Institute of Radio Engineers. For his distinguished service in the field of radio communications, Mr. Prattwas awarded the 1944 IRE Medal of Honor.

Other new RTPB officers elected were: Howard S. Frazier, Director of Engineering of the National Association of Broadcasters, as Vice Chairman; Will Baltin, Secretary-Treasurer of Television Broadcasters' Association, as Treasurer, and W. H. Crew of the Institute of Radio Engineers as Secretary.

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## WTOP BLOWOUT REALLY KEPT 'EM IN SUSPENSE

Just before a program called "Suspense" concluded over CBS station WTOP in Washington, D. C., last Thursday night at 8:26 a power fuse was blown putting the transmitter off the air. The station switchboard was immediately flooded with telephone calls from listeners who had actually been left in suspense and wanted to know how the program came out. WTOP was back on the air at 9:04 P.M.

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## CRAVEN ANXIOUS TO DEVELOP FM; QUESTIONS PROPOSED RULES

Former FCC Commissioner T. A. M. Craven,now Vice-President of the Cowles Broadcasting Company, testifying at the FM allocations hearings on Tuesday, said:

"The Commission decided wisely with respect to the technical aspects of FM. That decision augured well for the future of FM broadcasting. It is of paramount importance that the Commission decide just as wisely for the economic aspects as it did for the technical aspects of this new service. We are anxious that FM develop rapidly."

Commander Craven, however, took exception to certain proposed regulations governing FM saying, with respect to the rules relating to ownership of FM stations by licensees of AM stations, multiple ownership, ownership of FM stations by licensees of AM stations, program duplication, and 20 channel reservations for newcomers:

"In their aggregate, these rulesdo not appear to be a sound basis for a wise decision. The effect of regulations such as these may retard rather than foster the rapid development of FM and wider competition in broadcasting. The reason for such an undesired probability is that the proposed regulations appear to be an attempt to control the economics of FM broadcasting at a time when such economics are undeveloped. Moreover, the rules appear to be an attempt to control competition by applying theories which are contrary to sound business principles. In their present form, they would cause men of sound judgment to hesitate more than usual before taking the risk of a new business venture."

As to ownership of FM stations by licensees of AM stations, Mr. Craven said:

"There is an implication that AM and FM are or will be identical in value as instrumentalities of mass communication. Consequently, if the same person were licensed to operate both an AM and FM station in the same community, the Commission seems to fear it would foster a tendency toward monopoly rather than toward greater competition. In our opinion, not only is this concept of AM and FM fallacious but also the fear is illogical. * * *It is predicted that FM will possess better technical quality and larger service areas than most AM regional and local stations of today. Thus, it is predicted by some that the public will prefer FM and will discard AM provided FM program content is at least equal in interest to AM programs. If this concept proves to be true, the quicker the AM broadcasters modernize their plant by installing FM, the sooner the public will receive better service. Likewise, if this concept is correct, the broadcaster will desire to cease operating by a method which the public doesnot prefer. Thus, AM may decline in value to a vastly inferior position ascompared to FM. Consequently, the Commission should encourage AM broadcasters to

modernize their plant as soon as possible and help make FM a going concern at an early date."

Regarding multiple ownership, the witness observed:

"Rule No. 3 relates to multiple ownership of FM stations. We see no harm in ownership of more than 6 stations under circumstances where public interest can be served. It is possible that in searching for a method to secure good FM service in rural areas, the Commission might desire to encourage licensees operating stations in rich markets to provide service in lean markets. In such an event, the Commission should have flexibility of action. It should not be handicapped by its own arbitrary rules. FM is too new. If evils develop, corrective action can be taken. It seems unwise at the time FM is just starting to anticipate evils which may never develop."

With respect to duplication of programs and 20 channel reservations for newcomers, Mr. Craven said:

"We do not object to 'newcomers'. In fact, we advocated the allocation of asmany channels asnecessary to provide for all the 'newcomers' the traffic will bear. We believe that the better the allocation makespossible the application of the doctrine of unlimited opportunity for competition, the better off radio will be. * * * *

"We do not object to utilizing the full fidelity capability of the FM system for even more than two hours. Most AM broadcasters will modernize their studios, their frequency response on all equipment between the talent and the listeners' receiver and do whatever else is necessary to get FM across. However, we cannot guarantee to be able to secure enough local talent to interest the public in both AM and FM as separate program services. We believe that if the Commission adopts the proposed rule relating to program duplication in its present form, the net result will be harmful to FM developments because the best talent may be heard over AM at a time when FM is forced to use local talent to demonstrate full fidelity capabilities. High grade talent is not available in all communities and transcriptions just won't be competitive with high grade talent brought via networks. Consequently, the effect of the program duplication rule is discouragement rather than encouragement to the development of a newart. This does not make the newcomers' burden easier."

As to station classification, Commander Craven said:

"We believe the objective should be to provide rural coverage as well ascity or town coverage. This appears to be the intent of the Commission. Unfortunately, however, the proposed classification of stations and the limitations placed upon each class do not appear to be such asto insure the accomplishment of the desired objective."

"It is our opinion that the Commission should designate only one class of station and should encourage all stations to serve as large a rural area as the circumstances justify or require.

"The Commission should prescribe the service area objectives for each community. In so doing, it could likewise specify the minimum area which must be served. Applicants could then propose the ESR which would comply with the requirements of either the objective or the minimum area. Those who would serve only the minimum area would be expected to achieve the objective as soon aseconomic circumstances permitted. Exception to this general principle could be made when justified, such as in places like New York City, Chicago and Los Angeles' metropolitan districts."

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## PETRILLO LOSES APPEAL IN PLATTER TURNERS' DISPUTE

The United States Circuit Court of Appeals in New York has ruled the National Broadcasting Company and the American Broadcastin Company must comply with an order of the National Labor Relations Board to bargain with "platter turners" collectively at all their stations, except Chicago, with the National Association of Broadcast Engineers and Technicians.

The Court rejected the issue raised by the Federation that the Association was a "company-dominated union".

Four months ago the NLRB decided that the Federation, which had intervenedin proceedings before the Board, was the proper collective bargaining agent in Chicago for the "platter-turners", who have charge of the recorded music apparatus in broadcasting stations.

While not contesting the order of the NLRB, the broadcasting companies asked the Court for clarification of the ruling so they would be protected against strikes threatened by the Petrillo group.

The Court said it was not convinced of the necessity to restraining the Federation. Judge Thomas W. Swan, who wrote the opinion, said:

"We shall not assume that the AFM will not respect our decision. If an attempt to prevent the companies from complying with our order is made it would seem that the ordinary contempt procedures available against a person with knowledge of the decree, although not named in it, would enable the court to protect its order."

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## CROSLEY SALE HEARING CONTINUES AUG. 2; STRIKE CLOSES PLANTS

Oral arguments on principal questions growing out of the sale of the $21,000,000 sale of The Crosley Corporation of Cincinnati, including WLW, to the Aviation Corporation will be heard by the Federal Communications Commission from counsel at 10:30 o'clock tomorrow (Thursday) morning. This will be a continuation of the sessions which began last week.

While details of the sale were being settled, a strike of approximately 5,000 employees of The Crosley Corporation in Cincinnati was reported.

A spokesman for the International Brotherhood of Electrical Workers said the strike had "closed the entire" plant engaged in war production. A company spokesman said plants No. 2 and 9 were out.

The Crosley Union said through a spokesman that the action climaxed a number of grievances", among them the refusal of the plant's industrial relations director to conver with a Union Vice-President on an important matter".

The Union, several weeks ago, voted two-to-one to strike in event a new contract was not negotiated within an allotted 30-day period as prescribed by the War Labor Board, but both the Union and company announced last Wednesday that agreement had been "successfully" reached.

The company, in a lengthy statement, said the walkout violated a union no-strike pledge, and denied a union contention that an official had been "too busy" to see its spokesman.

A financial report of The Crosley Corporation and subsidiaries for the past six months showed a net profit of $1,318,819, equal to $2.42 a share, after $612,000 provision for contingencies, compared with $2,556,288 or $4.68 a share, last year; net sales, $55,900,287 compared with $49,088,606.

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## RCA INCREASES PROFIT

David Sarnoff, President of the Radio Corporation of America, reported Monday that the company and its subsidiaries had a gross income of $163,300,680 in the first six months of 1945. This compares with $156,166,006 in the same period in 1944. Provisions for Federal income taxes amounted to $13,725,100 for the first six months of this year, against $14,290,650 last year.

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## COMMUNICATIONS MEN TO VISIT GERMANY; BROADCASTERS AUG. 15

The Foreign Economic Administration has revealed that the following group representing the communications industry will go to Germany to study German inventions:

John A. Parrott of American Telephone and Telegraph Company; Pierre Mertz and John A. Townsend of Bell Telephone Laboratories, Inc.; Todos M. Odarenko of Federal Telephone and Radio Laboratories; C. W. Hansell of Radio Corporation of America and Frederick E. Henderson and Roland H. McCarthy of Western Electric Company.

Representatives of the four major radio networks and of the various classes of American radio stations will make a three-week inspection trip in Europe in mid-August under the guidance of the War Department.

The tour group, which will visit England, France and Germany, will include Justin Miller, President-elect of the National Association of Broadcasters; J. Leonard Reinsch, Managing Director of the Cox radio stations; Robert Swezey, Vice-President of the Mutual Broadcasting System; Mark Woods, President of the American Broadcasting Company; Joseph Reams, Vice-President of the Columbia Broadcasting System, and William S. Hedges, Vice-President of the National Broadcasting Company. Col. E. M. Kirby, Chief of the Radio Branch in the War Department Bureau of Public Relations, will be the escorting officer.

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## 1100 HONOR COL. McCORMICK OF WGN ON 65TH BIRTHDAY

A cross-section of Chicago and Illinois gave a dinner to Col. Robert R. McCormick, editor and publisher of the Chicago Tribune and owner of Station WGN, Monday night on his 65th birthday in recognition of his contributions to Chicago and the nation.

Eleven hundred persons were at the tables in the grand ballroom of the Palmer House. Business, labor, industry, the professions, bench and bar, colleges, and officialdom, both Republican and Democratic, were represented in the gathering.

Silas H. Strawn was toastmaster and Dr. Franklyn Bliss Snyder, President of Northwestern University, was the chief speaker.

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## EMPIRE STATE PLANE PLUNGE GIVES RADIO ANOTHER BIG CHANCE

The Empire State Building crash gave radio another opportunity to be of service in a great emergency. Largely through radio, news of the tragedy was known throughout the world in almost a matter of minutes. In New York City the radio flash caused thousands to look out of their windows in time to actually see the top of the building in flames and smoke.

Mayor LaGuardia hearing four alarms of fire from 34th St. and 5th Avenue over the 2-way radio in his auto as he was arriving at City Hall, reached the scene with the firemen.

Edward Kenny, a WOR employee, saw the plane hit from the top of the station's building at Broadway and 40th Street, enabling WOR to be on the air within a couple of minutes. Stanley Lomax, WOR announcer, gave one of the best eye witness accounts. A listener within a few blocks of the Empire State Building heard what she thought was thunder but didn't know what it was until WHN cut in with a bulletin on a program to which she was listening.

So far as is known, the NBC-General Electric television mast on top of the Empire State Building was uninjured. Luckily employees in the television laboratory, afew floors above the doomed portion of the building, had not yet arrived. It is from the Empire State Building that television programs are sent back and forth to Schenectady, a distance of 127 miles. The plane itself had inquired for landing information by radio an instant before its occupants met their death.

Employees of the Communications Division of Raytheon not only heard the plane pass their building in 42nd Street, but saw the catastrophe.

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## DR. A. HOYT TAYLOR NAMED NAVAL RESEARCH LAB COORDINATOR

Rear Admiral Harold Bowen, Chief of Research and Inventions, has revealed that as aresult of war experience, there will be a reorganization of the electronic work at the Naval Research Laboratory in Washington.

Four new divisions formerly operated as a single radio division under Dr. A. Hoyt Taylor will make up the new electronics organization. Dr. Taylor, who was one of the inventors of radar, has been designated Chief Consultant and Chief Coordinator for Electronics.

A pioneer in the development of radar and a well-known authority in the field of electronics and wartime applications of radio, Dr. Robert M. Page heads the newly created Fire Control Division as Superintende.t

Dr. John M. Miller has been named head of the Special Electronics Research and Development Division. He is well known for discovery of Miller effect and development of the vacuum tube bridge. Dr. Miller is a Fellow of the Institute of Radio Engineers, Yale and holds more than 20 electronic patents. After previous service at the Naval Research Laboratory, he became associated with Atwater Kent and later served as Assistant head of RCA Manufacturing Company's Research Laboratory, working in the ultra-high frequency and television fields.

A. Gebhard heads the ship-to-shore radio division.

Still in the formative stage in the electronics organization is a new airborne electronics division. R. A. Gordon has been appointed Assistant Superintendent of this division. Mr. Gordon was formerly Chief of the Aircraft Section of the Radio Division.

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RESTRICTIONS LIFTED FOR ELECTRONIC REPAIR PARTS

Restrictions on the production and sale of parts required for the manufacture and repair of electronic equipment, including radio sets, were removed by the War Production Board last Thursday as a major step in reconversion of the radio industry. In addition, restrictions were removed from the sale of electronic equipment when produced under WPB authorization, the agency announced.

This was affected by amendment to the WPB limitation order (L-265) controlling electronic equipment.

Although electronic equipment may now be assembled and sold under "spot" authorizations, WPB said that the public need not expect any quantity of new sets in the near future, since manufacturers must first seek WPB permission and then obtain materials and component parts before they can assemble sets and release them to retailers.

There are no restrictions on either the production or sale of component parts for electronic equipment under the amended order just issued, WPB pointed out, adding that the only remaining limitations on quantities that may be purchased are those on inventories in Priorities Regulation 1.

Manufacturers who wish to assemble the more common types of end equipment must have an authorization from WPB. Application form WPB-4000, which requires a listing of the major electronic components to be used, should be filedas soon as possible, WPB said.

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## SCISSORS AND PASTE

### Elliott's Resignation
("Washington Times-Herald")

Elliott's resignation and his war record have no bearing on the continuing charges that he negotiated big loans for his radio business while his father was President; that he did not pay up in full or anywhere near it; that in one case (John Hartford of the A. & P.) Elliott got his father to put the clincher argument by telephone to the hesitating prospective lender of $200,000; that in another case there has arisen a question whether F. D. Roosevelt himself viewed the presidency as a legitimate medium for the sale of public offices.

The full story of Elliott Roosevelt's financial transaction needs to be dug up and put on record for the American people to read and ponder. The people need to know what kind of man Elliott is. Both the people and history need to know what kind of man Franklin D. Roosevelt was - need the full, round, three-dimensional picture of him.

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### Col. McCormick Can't See Facsimile Competing With Press
(Jerry Walker in "Editor & Publisher")

Suppose a newspaper with 100,000 circulation (to use an easy figure) could switch to total facsimile operation . . . no presses, no typesetting machines, no stereos, no newsprint tonnage. At $100 a set, it would mean an investment of $10,000,000 to equip the homes of all the subscribers. Circulation revenue would come from service fees, delivery of the facsimile paper into any home being controllable.

There's also the possibility, as radio set manufacturers see it, that the general public would be willing to own a facsimile attachment, thus relieving the publisher of much of the original cash outlay, and would become subscribers to a particular paper, the set being equipped with a selective gadget.

Col. Robert R. McCormick, publisher of the Chicago Tribune and operator of radio facsimile, FM and television facilities, would dispute the proposition that newspapers should consider delivering all their circulation by facsimile. Just the other day he discussed this probable post-war development:

"I can conceive how any news conscious person on a hunting or fishing trip, or the crew of a ship, possibly people in an automobile, would like a facsimile newspaper. I can conceive that a farmer not receiving a daily paper would like to find one at breakfast time and again at supper time.

"It does not seem probable that it can compete with the newspaper when the newspaper can be delivered, for, after all, the facsimile machine will be an individual printing press. It hardly seems likely that a million facsimile newspapers, printing one newspaper per day, can be produced in economic competition with printing presses printing 40 to 50 thousand copies an hour."

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## LaGuardia Bobs Up Again As Commentator Possibility
("Variety")

ABC (Blue reportedly has offered Mayor LaGuardia to White Owl for a 15-minute network commentary (probably around $1,500) program, indicating that the mayor, after bowing out of office, will definitely be available for a commercial web spot.

Chief hitch at the moment is said to be the fear that, at the last moment, LaGuardia may do a switch and throw his hat into the political ring again and run for re-election.

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## Paley Sues British Paper Re Radio Luxembourg
(Danton Walker in "Washington Times-Herald")

Bill Paley, CBS President and now an OWI Chief in Europe, is suing a British daily for stating that he's trying to buy Radio Luxembourg for his network.

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## Radio Was God-send to Army Plane-Crash Jungle Survivors
(From "Shangri-La" Diary by Wac Corporal Margaret Hastings in "Washington Post")

It took the men a long time to get the first cargo chute that had been dropped to us by the Army rescue plane out of the jungle. But its contents were priceless. It was an F-M radio, operated somewhat like a walkie-talkie.

McCollom swiftly set it up. The plane was still circling over head and Decker and I were in a true fever as we watched it and then McCollom.

"This is Lieut. McCollom", McCollom said into the mouthpiece. "This is Lieut. McCollom. Give me a call. Do you read me? Over."

Instantly and clearly, the reply came:

"This is 311 (number of circling plane) calling 925 (number of plane that crashed.) 311 calling 925. I read you 5 x 5."

That meant the plane could hear us perfectly.

I looked at McCollom and Decker. They were crying, just as I was.

McCollom reported the details of the crash and told the names of the survivors. An Army doctor in the plane overhead asked how we were.

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"Today science is the keystone of victory - tomorrow the keystone of the future." Those words were credited to David Sarnoff, President of the Radio Corporation of America in a quarter-page newspaper advertisement by Popular Science Monthly, along with a picture of Mr. Sarnoff at his desk keeping in practice on a telegraph instrument he has installed there.

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## TRADE NOTES

Establishment by the Federal Government of a National War Museum which will exhibit radio and radar military equipment of historical character has been proposed by the RME Advertising Committee.

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A 31-page question-and-answer pamphlet explaining the "Single Market" Plan suggested to the FCC by the Columbia Broadcasting System, is now being distributed by the network to all broadcasting stations throughout the country, to both licensees and applicants for FM stations. The pamphlet lists 38 major questions asked by station managers about the "Single Market" Plan. It is illustrated with color charts and maps, and is designed to explain why the Plan is in the interest of the public and broadcaster alike.

Preliminary questions and answers define the "Single Market" Plan. Subsequent ones reveal how the Plan functions, and why it is based on the U. S. Census of population rather than on "trading areas" as defined by various organizations.

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Within the next few months WPB promises 4,000,000 radio tubes a month for civilian use. Radio tubes for the replacement market numbered about 2,300,000 in May and 3,200,000 in June, according to WPB, and are expected to reach 4,000,000 a month by the end of July.

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Radio & Appliances, a new monthly for retailers, will be launched in November by the Ziff-Davis Publishing Company, Chicago.

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Sylvania Electric Products, Inc., and wholly-owned subsidiary, Colonial Radio Corporation - Six months: Earnings of $1,595,608, equaled $1.59 each on 1,005,000 common shares, against $849,108, or 84 cents a share, last year. Consolidated sales reache new high of $75,821,874, up 88 percent over $40,320,350 in 1944.

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There is in preparation a review of the part radar has played in the War. Here's hoping this will not result in another series of "off agin - on agin - Finnegan" news releases such as the previous ones having to do with radar were.

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Paul W. Mowrey, Director of Television for the American Broadcasting Company, told students at the University of Denver that "Television now is beginning a new and exciting era for the American public. A medium utilizing sight, sound and motion in one form of presentation is about to be launched in a serious, commercial way. The challenge with this forceful medium of giving the public the best in program service - concentrating on public service, education and entertainment - is the greatest challenge that has ever been given into the hands of the radio industry."

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Oscar Katz, Assistant Director of Research for the Columbia Broadcasting System, has been named Associate Director of Research, Elmo C. Wilson, CBS Director of Research, announced last week.

Mr. Katz joined CBS in February, 1938, after three years with National Markets Analysis, Inc. He is co-author, with Dr. Ernest Dichter, CBS Consulting Psychologist on Programs, of a series of nine articleson television which recently appeared in Tide Magazine.

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The Foreign Economic Administration's Radio Advisory Committee on Exports held a meeting in Washington Wednesday, July 25, to discuss proposed relaxation of controls under WPB Order L-265 (governing electronic equipment) and the reconversion outlook FEA announced.

Other items on the agenda were discussions of the difficulties faced in the licensing of radio transmitting tubes and of general licensing problems.

The Committee consists of representatives from the radio industry, both receiving set and tube manufacturers, and independent exporters of radio equipment.

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Lord Mountbatten after a 9-year tour of duty as a wireless officer is credited with having written the British Navy's first textbook on naval receiving and sending sets and inaugurating many reforms in naval communications.

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The Federal Communications Commission granted consent to voluntary control of Symons Broadcasting Company, licensee of KFPY, Spokane, to John L. Wheeler of Los Angeles, son of Senator Burton K. Wheeler of Montana, E. B. Craney of Butte, Mont., and KIRO, Seattle. Consideration was $348,497 for 99.8% of the outstanding capital stock.

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As a supplement of the August issue of Electronic Industries magazine, of 480 Lexington Ave., New York, a four-color chart has been issued showing all the final frequency allocations between 25 and 30 million kilocycles, as well as the allocations which have been proposed by Federal Communications Commission for the region below 25 kilocycles.

This Frequency Allocations Chart represents the first general picture of the entire radio spectrum to appear and because of the intense interest of all industries in various particular frequencies, many never before definitely allotted for specific purposes, it has been made minutely complete.

Although that portion of the spectrum lying below 25 kc is at present only a proposal of FCC it is believed that there may be no great change in that region. In any case it likely will be several months before this region below 25 kc is allocated in final form.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 8, 1945



No. 1692

4,000,000 SETS AUTHORIZED OCT. 1-MARCH 1; PRICE RISE LOOMS

Melvin E. Karns, new Director of the War Production Board Radio and Radar Division, who has just succeeded Louis J. Chatten, states there is a possibility that more than 4,000,000 new home sets might be produced between October of this year and March of 1946.

"The public will not have much trouble buying new radios as Christmas presents", WPB Staff Chief John D. Small said.

R. C. Cosgrove, Crosley Vice- President, and President of the Radio Manufacturers' Association, has expressed apprehension over the apparent fall-down of the OPA in revising radio set prices "delaying many manufacturers from getting into production and preventing some from resuming production altogether." Also manufacturers seemed to agree that there might be a rise of 20 to 35 percent in the price of sets.

A factor in set prices will be the terrific competition among manufacturers.

"Everyone knows that the radio business is entering its most competitive era", said Henry C. Bonfig, Vice-President of the Zenith Radio Corporation. "As of this week, there are 106 radio manufacturers as compared to 54 pre-war. This means that the dealers with the best product, the soundest merchandising, the smartest planning and the best carrying out of those plans will win out."

Isador Goldberg, President of the Pilot Radio Corporation, was not too optimistic over the immediate outlook declaring that WPB action did not overcome the continuing shortage of materials.

Harold Boeschenstein, Operations Vice-President of WPB, said that the resignation of Mr. Chatten was deeply regretted. He will return to the electronic industry, with which he had been associated for more than 20 years, most of the time as Vice-President and General Manager of Fada Radio andElectric Co., Long Island City, N. Y.

Mr. Karns went to WPB in November 1944, from RCA Victor Division, Camden, N.J. He holds degrees of bachelor of science in electrical Engineering from Kansas State College and doctor of laws from the South Jersey Law School. Mr. Karns was formerly with the Westinghouse Electrical and Manufacturing Co. Since last January, he has been Assistant Director of the Radio and Radar Division under Mr. Chatten.

Despite a statement recently credited to Mr. Karns that the outlook was for a relatively small output of civilian sets this Fall, the WPB Radio Director was more optimistic in assuming his new office.

Reconversion of the radio industry from war to civilian production, Mr. Karns predicted at a meeting of the Receiving Tube Scheduling Industry Advisory Committee just held in Washington, is expected to be easier and quicker than that of any other major industry and will be accomplishedwithout interference with the war effort.

Unless there is an unforeseen turn in the military situation and on the clear understanding that war needs must be filled first, the radio and electronics endequipment industry will be authorized to produce for civilians approximately one-half its pre-war civilian output during the last quarter of 1945, and approximately its full pre-war production in the first quarter of 1946, Mr. Karns stated.

Mr. Karns pointed out, however, that the amount of electronic equipment, including home radio sets, that will actually be produced and available to consumers during these periods might well be considerably under that authorized due to the continued tightness of materials, components and manpower. This statement was made to allay any false impression that sufficient production and delivery of home radio sets will be achieved to satisfy public demands by the end of the year.

The Committee met in a two-day session to review and schedule the production and distribution of radio receiving tubes and to adjust manufacturers' production schedules in filling rated orders of the Army, Navy, lend lease and for international aid for the balance of this year. Although military requirements for receiving tubes are less critical than formerly, tube manufacturers were advised that military orders must still take precedence over other rated orders in their production schedules and that orders for replacement tubes must be filled before tubes are offered for sale for home set production.

A general discussion was held concerning the recently revised L-265 order which, as the first step in the reconversion of the radio industry, removes the basic restrictions on the production of all radio components and relaxes the restrictions on the sale of all radio end equipment, which may now be produced under WPB "spot" authorization.

Bob Almy, Manager of Distributor Sales of Sylvania Products, Inc., one of the large tube manufacturers, said that shipments of tubes are continuing to improve in both type and quantity. Several types which formerly were on the critical list are now available in adequate supply. The shortage of battery types is still acute, particularly since more batteries have been released, Mr. Almy noted.

RCA-Victor plans to concentrate on early delivery of table models, plus a limited quantity of the large consoles, according to Joseph B. Elliott, General Manager of the concern's home instrument division. He estimated that prices would be "slightly higher" than before the war.

Philco types will include midgets and the larger consoles as well as some FM models, with the top price probably in the neighborhood of $175, Larry F. Hardy, head of the Radio Division, said. He predicted that the prices would be only 20 percent above pre-war levels.

H. J. Mandernach, District Manager for the General Electric Company, agreed that the first sets would be mostly of the AM type, with FM following soon thereafter. He expected chief emphasis would be on the smaller table models, the wood needed for the larger console cabinets still being restricted.

Arthur Freed, Vice-President of the Freed Radio Corporation, doubted if his concern would begin civilian production before the end of the war. He predicted that retail costs would be one-third higher.

Dorman D. Israel, Vice-President of the Emerson Radio and Phonograph Corporation, in charge of engineering and production, said their types would be a compact table-model receiver, a table-model radio and phonograph combination and an AC-DC-battery portable. He believed increased labor costs would raise the price of sets by 30 per cent, the concern having previously indicated that its retail prices would range from $25 to $85.

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GEO. F. SCHECKLEN ELECTED V-P & GEN. MANAGER OF RADIOMARINE

Capt. George F. Shecklen, USNR, 48 years old, has been elected Vice President and General Manager and also a Director of the Radiomarine Corporation of America. Before entering the Navy on active duty in December, 1941, Captain Shecklen was Commercial Manager of R.C.A. Communications, Inc.

In 1917, Captain Shecklen enlisted in the Naval Reserve and served as Chief Radio Electrician at West Coast Naval stations until July 19, 1919. Immediately thereafter, he went to the Marconi Company as Supervisor-Operator and was transferred to the Radio Corporation of America when RCA took over the Marconi stations. During the next five years he advanced to become Manager of the RCA Sales Office in Los Angeles and later was assigned to China to improve direct radiotelegraph service between that country and the United States. While in the Orient, he was appointed Honorary Advisor to the Chinese Ministry of Communications and the National Committee for Reconstruction. He was made China Representative for RCA in 1928 and was elected Vice-President of R.C.A. Communications, Inc., in 1935 Captain Shecklen returned to New York from China in 1939 as Commercial Manager of RCAC.

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## ABC EMPLOYEES RECEIVE SURPRISE XMAS PRESENT IN AUGUST

The American Broadcasting Company Saturday distributed additional compensation checks to all employees who, on December 31st last had been employed by the company for six months or more. Accompanying the checks was a letter from Mark Woods, President of the American Broadcasting Company, which read, in part:

"Last Christmas I wrote you that the American Broadcasting Company had planned to distribute additional compensation to all employees of the company who had been in its employ for a period of six months or more. At that time, however, certain of these payments were disapproved by the Salary Stabilization Unit of the Treasury Department and consequently we decided to pay only those which had been specifically approved and to hold all the rest pending an appeal from the ruling.

"I am very happy to inform you that during the past week we were notified that our appeal has been successful.

"We are, therefore, now making the additional compensation that ordinarily would have been made last Christmas."

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## U.S. SIGNAL REPORTS SUCCESS IN CONTRACT TERMINATION

That the U. S. Signal Corps has been successful in problems of contract termination is set forth in a War Department release which says:

"As of 30 April 1945, a total of 4,515 Signal Corps contract terminations had been authorized, yet in only 275 cases was final settlement still pending. This result was due in part to a unique feature of Signal Corps practice, the holding of monthly forecast meetings in the various districts. At these meetings the various steps in the settlement of cases are forecast, and these dates are scored for accuracy at the next meeting. The practice has proven effective in achieving in a systematic manner, a reduction of the pending case load, to the benefit of both the Signal Corps and the contractors.

"New techniques of cooperation are among the most encouraging of recent developments. Special field units consisting of personnel trained in auditing and property disposal are assigned as resident representatives in the contractors' plants or in key cities. They perform services not only for Signal Corps but also in some instances, under the consolidated program, for other War Department technical services and Navy bureaus. Such a procedure is now the responsibility of the Signal Corps at such companies as Federal Telephone and Radio Corporation, Newark, New Jersey, and Zenith Radio Corporation, Chicago, Illinois."

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## FCC O.K. SPEEDS AVIATION CORPORATION-CROSLEY SALE

Following the approval of the transfer of the license of Station WLW of Cincinnati to the Aviation Corporation in the proposed $22,000,000 sale of The Crosley Corporation, which the Federal Communications Commission favored by a vote of 4 to 3, other important details of the transaction were taken up in an effort to complete the transaction as soon as possible.

Voting in favor of the granting of the application were FCC Commissioners Porter, Chairman, Jett, Danny and Wills. Commissioners Walker, Wakefield and Durr voted to deny the application.

The Commission was unanimous in itsviews that some of the problems presented by this case require legislative determination and the opinions subsequently to be issued will be transmitted to Congress with specific recommendations for new legislation.

Under terms of the purchase contract Aviation Corporation will acquire 64 percent of the Crosley shares at $39 a share from Powel Crosley and family. The same offer has been made to minority stockholders.

In the meantime, the Aviation Corporation reports that its profit for 6 months ended May 31 was $1,593,260 or 27 cents vs. $2,317,853 or 40 cents in the same 1944 period.

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## RCA OPENS NEW VIENNA CIRCUIT; RESTORES BERLIN SERVICE

Opening of a new radiotelegraph circuit between New York and Vienna and restoration of direct radiotelegraph service between New York and Berlin were announced by Lieut. Colonel Thompson H. Mitchell, Vice President and General Manager of R.C.A. Communications, Inc. Traffic on both circuits is limited at present to government, press and soldier communications. The Vienna station is a mobile RCA unit, formerly located in Northern Italy.

Erection of a fixed station in the U.S. zone of occupation in Berlin provides RCA with two services into Germany. A mobile station which was shipped from this country to Naples after the invasion of Italy early in 1944, then transported by air to southern France to accompany the Allied armies on their drive through France into Germany, is now located at Bad Weisse, in the area occupied by the American Third Army. At the request of the U.S. Army, this complete short-wave station, weighing twenty-five tons, was flown several hundred miles across the Mediterranean by a fleet of fourteen C-47 transport planes in order that communications could be maintained with the rapidly advancing invasion forces.

The new RCA fixed station at Berlin was shipped to Europe from this country and stored in Paris until arrangements could be made for its permanent installation in the German capital

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BILBO AND WINCHELL CONTINUE "BATTLE OF PICCOLO" ON RADIO

With the adjournment of Congress, what has become known in the Senate as the "Battle of Piccolo" has been transferred to the radio. It started with Senator Theo. G. Bilbo (D), of Mississippi, addressing a letter to a Brooklyn critic, Mrs. Josephine Piccolo as "My dear Dago". Walter Winchell in his broadcast over ABC, took a crack at Senator "The Man" Bilbo, who countered with a caustic letter, a portion of which read:

"I have just heard this Sunday night's broadcast by you, the most limicolous liar and notorious scandalizing kike radio commentator of today, and I want to thank you for doing me the great honor of listing me among your victims of hate. You are one of those who think you can spew your venom and hate and if anybody calls your hand you immediately try to hide behind your race and yell 'persecution'.

"You know nothing about the rules of fair play, otherwise you would have read the insulting letter by Josephone Piccolo addressed to me, in which she boasted of the fact that she was neither a Jew nor a Negro - evidently she puts the two in the same class. You were not fair enough to even report the entire salutation of the letter in question written by me. When she told me she was neither a Jew nor a Negro, I addressed her as 'My Dear Dago', and as a part of the salutation I said, 'If I am mistaken in this, please correct me.' * * * *

"You are like all rabble-rousing, strife-breeding Communists which I verily believe you to be regardless of how strong you may deny it. Your episode in trying to parade your patriotism by strutting around awhile in a Navy uniform did not fool the American people

"You are just a dirty scandalmonger kike, regardless of what you pretend to be. I would say more, but I realize no matter how much Jergen's lotion I might use, I could not keep white and clean by messing with you - you are too dirty and flithy."

Drew Pearson over the ABC network Sunday night, referring to the "Dear Dago" letter, said that Senator Bilbo had been addressing others as "Dear Negro Lover", etc. As a result of this he predicted that National Democratic Committee Chairman Robert Hannegan would not give Bilbo any help when the latter comes up for reelection in 1947.

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## NAB ADOPTS CODE; SELECTS "JESS" WILLARD ASST. TO PRES.

Highlights of the Board of Directors' meeting of the National Association of Broadcasters in Washington this week were (a) adoption of the new broadcasters' code; (b) selection of A. D. Willard, Jr., General Manager of WBT, Charlotte, N.C., as technical aide to the new President of NAB Justice Justin Miller, and (c) Mr. Justice Miller's attendance at the meeting prior to his taking over in the Fall.

Thus "Jess" Willard leaves WBT, one of CBS-owned and operated stations, which was recently sold to the Jefferson Life Insurance Company. Under Mr. Willard, who was former Manager of WJSV (now WTOP), the CBS station in Washington, the Charlotte station developed into one of the first division stations in the United States. It was reported that the new owners of the station were desirous of having Mr. Willard remain but the latter desired to make a change. Returning to Washington will be like coming home to Mr. Willard, who has always been very popular in the Capital.

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## WHEELER BRANDS POTSDAM PARLEY AS RED VICTORY

Senator Burton K. Wheeler (D), ofMontana, commenting on the Potsdam agreement, said:

"I do not feel Potsdam sets a pattern for peace in Europe. I think all of Europe is apt to go Communist. On my trip I found a prevailing belief that Italy, France, Germany and other countries will go Communist when we take our troops out.

"Europe for ages has had a distinct European civilization. It is now going to have a civilization under Russian-Asiatic domination. While they talk of free elections, you're not going to have free elections in Poland, Czechoslovakia, Yugoslavia and other countries.

Senator Wheeler, who is Chairman of the Senate Radio Committee, and who made a tour of Europe recently studying communications conditions said:

"You're going to find Communist-dominated elections without any free speech, free press, or free radio, or opportunity to discuss the difference between a dictatorship of the proletariat and democracy."

"As near as I can see, the war has only resultedin one thing. We have substituted Stalin for Hitler."

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## RADIO PARTS-EQUIPMENT TRADE SHOWS CORPORATION ORGANIZED

Radio Parts and Electronic Equipment Shows, Inc. is the name of the corporation newly formed to sponsor and conduct future trade shows on a non-profit basis for the radio parts and equipment industry.

Following the suggestion of the Radio Parts Industry Coordinating Committee, the Radio Parts Industry National Trade Show, Inc. and the Electronic Industry Conference Committee, Inc. have taken action to merge their respective interests and pool the balances remaining in their treasuries and transfer them to the new show corporation.

A board of eight Directors has been appointed, two from each of the four sponsoring groups. These are:

From Parts Division of Radio Manufacturers' Association: Leslie F. Muter - The Muter Company, Chicago, Illinois; Jermoe J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

From National Electronic Distributors' Association: W. O. Schoning - Lukko Sales Corporation, Chicago, Illinois; Sam Poncher, Newark Electric Company, Chicago, Illinois.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough, Belden Manufacturing Company, Chicago, Illinois; J. A. Berman, Shure Brothers, Chicago, Illinois.

From Sales Managers Club, Eastern Division: R. P. Almy, Sylvania Electric Products, Inc., Emporium, Pennsylvania; Charles Golenpaul, Aerovox Corporation, New Bedford, Massachusetts.

The following officers were elected unanimously: H. W. Clough, President; Charles Golenpaul, Vice President, Sam Poncher, Treasurer, and Jerry Kahn, Secretary.

It is planned to hold an industry show as soon as practicable following the lifting of travel and other restrictions, and resumption of peacetime operations. Best guess as to the probable date is October, 1946, provided V-J Day comes before the end of this year. Present plans also call for the appointment of a Show Manager on a full-time basis to handle the direction and manifold details in connection with the conduct of the type of shows planned.

Mr. Herb Clough, President, commenting on the new Trade Show Corporation, stated, "With the formation of the Radio Parts and Electronic Industry Trade Shows, Inc., the wheels have been set in motion to conduct future trade shows on a national or regional basis for the benefit of the entire industry."

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CAPITAL TELE IN 6 MONTHS MAYBE; TOWER APPROVAL SEEN

Television is one step nearer to Washingtonians with the District Board of Zoning Adjustment announcing that it would overrule the protests of certain citizens' groups and was prepared to approve the National Broadcasting Company and Bamberger Broadcasting Service applications for permission to construct television towers in residential sections.

Carleton D. Smith, General Manager of WRC, NBC station in Washington, said if an application for an experimental television license now pending with the Federal Communications Commission is approved and everything else goes well, NBC experimental television broadcasting should start in the nation's capital within six months.

Mr. Smith, along with J. R. Poppele, Chief Engineer of Bamberger, and President of the Television Broadcasters' Association, put up a hard fight (Bamberger having been overruled on its first site). Mr. Smith said that NBC already had two television transmitters for an exchange of programs between Washington and New York, NBC's original plans for television experimentation having been interrupted by the war. Mr. Smith appearing before the Board argued that the NBC tower to be erected near the Wardman Park Hotel would not be unsightly and would be the center of interest in that part of the city.

Mr. Poppele said a300 foot tower at the Bamberger site, 40th and Brandywine Streets, northwest of the U. S. Bureau of Standards and north of the Washington Cathedral, would provide satisfactory service to persons within a radius of 25 miles and would allow residents of elevated property as far as Baltimore to obtain programs televised in Washington.

Formal action on the sties will be withheld only until the Zoning Board makes certain that the heights proposed for the towers are absolutely necessary for satisfactory service, Robert O. Clouser, Zoning Board member, said.

The companies have been asked to submit map studies which will show the exact areas not likely to receive adequate television reception from lower towers.

The Zoning Board deferred immediate action because it could not reconcile the differences in elevation sought by the two corporations, Mr. Clouser said. NBC has promised adequate service with a 350-foot tower on a 200-foot land elevation while Bamberger insisted upon a 300-foot tower on an elevation of more than 400 ft.

Further investigation will also be in line with a recommendation by the National Capital Park and Planning Commission that Bamberger prove it could not give adequate service with a 200-foot tower. A higher structure would compete with the skyline view of the Washington Cathedral, the planning commission had said.

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## GROSS ACCEPTS POST AS VICE-DIRECTOR OF ITU AT BERNE

Gerald C. Gross, former Assistant Chief Engineer of the Federal Communications has accepted the position of Vice-Director of the International Telecommunications Union at Berne, Switzerland and has been confirmed. Mr. Gross at the time the post was offered to him was in Bogota, Colombia, on a special mission. He returned to the United States, however, before accepting it. He is said to be the first American to be appointed to one of the four international unions with headquarters in Berne.

Mr. Gross participated in the formation of the Engineering Division of the Federal Radio Commission in 1928, and for some time served as Chief of the International Division of the present Commission's Engineering Department. He has represented the Government at 21 international conferences on communications, and has served since 1933 as Secretary of the Interdepartment Radio Advisory Committee. He is co-author with Prof. James Herring of the University of Pennsylvania of an authoritative book "Telecommunications", which is highly regarded in the industry.

Born in New York City on December 27, 1903, Mr. Gross obtained his elementary schooling in France, and was graduated from Haverford College, Haverford, Pa., in 1926 with a B.S. degree. At Haverford he was instrumental in setting up one of the first college broadcasting stations in the United States. He later served as radio and communications officer on a number of ships in the American Merchant Marine.

Formerly on the staff of the Bureau of Standards, Mr. Gross specialized in communications engineering. He contributed to the development of the present aviation interlocking aural beacon, and was also in charge of the standard frequency transmission.

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## COWLES, ADLER AND KNIGHT, PRESS & RADIO EXECS OFF TO PACIFIC

Three newspaper executives have left for a close-up view of the forward areas in the Pacific war, at the invitation of the Secretary of the Navy.

They are John Cowles, President of the Minneapolis Star-Journal, and Vice-President of the Cowles Broadcasting Company; Julius Ochs Adler, General Manager of the New York Times, and Station WQXR; and John S. Knight, publisher of the Chicago Daily News.

They will be in the Pacific from four to five weeks.

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ELLIOTT'S ALIBI BACKFIRES; CRITICS WANT FDR CLARIFICATION

Instead of silencing critics by his belated statement regarding his radio and other deals, Elliott Roosevelt seems to have caused them to renew their charges with repeated vigor. Another boomerang apparently was Elliott's defense of his father. Critics immediately asked for further enlightenment regarding this.

"What is much more of vital concern to the American people (than Elliott)", said the Washington Post, "is the reputation of Franklin D. Roosevelt, charged with complicity in his son's allegedly nefarious business deals.

"Conscience as well as common sense supports General Roosevelt's plea that 'until these facts are disclosed my only request is that any charges concerning my affairs should be confined to me and that no further attempt be made to smear a man who can't talk back'. In the absence of specific proof sustaining the charge against him - and the burden of providing such proof clearly rests upon his detractors - President Roosevelt's place among his countrymen should remain wholly independent of unsubstantiated smears."

Seeking the same information plus more about the method of settlement, an editorial in the Washington Star concluded:

"There are two facts, or alleged facts, which, while covered perhaps by implication in his statement, are not dealt with specifically. One is the charge that General Roosevelt arranged a telephone conversation between his father and a man from whom he was borrowing $200,000 in order to assure the lender that the transaction would not embarrass the President. The other concerns the alleged settlement of this loan for $4,000 by Jesse Jones, then Secretary of Commerce, and the question of who arranged for this adjustment. These points should be cleared up in any future statement which may be made."

Westbrook Pegler, whose articles appear in the Capital in the Washington Times-Herald, wrote:

"Elliott's statement does not deny that there was a telephone conversation between his father and Hartford, so we may speculate as to what else they discussed, and what prompted a citizen who had never met the President to call him up at exactly that moment out of the infinity of time.

"To agree with Elliott that that loan was not discussed, if that is his contention, we must conclude that the call was a miraculous coincidence at the very moment when Elliott was borrowing $200,000 on 'unbankable' security from a man whom he had met only once, and then for a mere introduction."

In regard to Elliott's declaration that his father "never promoted or assisted my personal affairs", Mr. Pegler told of Hill Blackett, a radio advertising agent of Chicago, being invited by Elliott to dine at the White House in 1939.

Pegler related:

"His business was placing radio advertising by clients with radio stations and networks. Elliott then was running his Texas State Network. This was the year of Elliott's big loan. He did place business with the network at Elliott's solicitation, because 'anything that looks good we will try'. * * * *

"When I reached Mr. Blackett by telephone he said that, following Elliott's suggestion that he dine with his parents at the White House, he received his invitation from Mrs. Roosevelt and that when he arrived at Washington a reservation had been made for him at the Mayflower Hotel by the White House.* * * *

"He says that if the purpose of the invitation was to promote advertising revenue for Elliott, the Roosevelts did it 'delicately'. Neither of them suggested that he place any business with Elliott but Mrs. Roosevelt said they were interested in the welfare of their children.* * * *

"Finally Mr. Blackett was asked what he thought was the common interest that elicited the invitation.

"'After all', I suggested, 'they knew you weren't a tailor.'

"'I assume, like anyone else, you know what I mean', he said. 'I don't have to spell it out for you. I have been entertained by lots of people who wanted business.'"

A self-initiated New York grand jury inquiry into Elliott's John Hartford $200,000 radio loan settlement deal, first official indication that possible criminal aspects of the transaction are under study, has been held up awaiting outcome of the Internal Revenue Bureau's investigation, it was reported.

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## DON LEE POLLS EFFECTIVENESS OF TELEVISION COMMERCIALS

Several hundred persons recently responded to a poll conducted via television by the Don Lee television station, W6XAO in Hollywood, in connection with the presentation of an "experimental commercial" film by Johansen Bros. Shoe Company of St. Louis.

More than 50 percent of the responses received from televiewers in Long Beach, Whittier, Santa Monica, Burbank, Glendale, Van Nuys, Inglewood and Los Angeles, indicated approval of the production, which combined a commercial message with a drama, especially filmed for telecasting purposes, the Television Broadcasters' Association reports.

Eighty percent of the participants in the poll commented on the type of program material, some of whom said the film held their interest and others dissented. About one-third of the viewers were favorable in their comments on the value of the presentation, while others offered reasons for improvements.

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## NOBLE, CHAIRMAN N.Y. NATIONAL WAR FUND SERVICE DIVISION

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, has accepted an appointment as Chairman of the Service Division of the New York National War Fund.

Under his jurisdiction in the Service Division of the New York National War Fund, will be such branches of commerce and industry as accountancy; advertising; public relations; entertainment, comprising motion pictures, radio broadcasting, theatres, music and sports; graphic arts; hotels, lawyers; the publishing industry, and the cleaners, dyers and laundry groups.

The quota for the Service Division is from $1,250,000 to $1,500,000 as compared to the entire $17,000,000 quota for New York.

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## C-O-R-R-E-C-T-I-O-N

Comes this communique from a valued reader:

"I blamed it all on that special brand of Washington weather! In no other way could I explain the two lapses from the vaunted Heinl journalistic accuracy which you packed into your last release - the item on the Empire State Building crash.

"First you tagged the television tower station as 'NBC-General Electric'. Unless Mr. Charles Wilson has gone in there overnight and shifted the equipment, the transmitter and accessories are 100% RCA - you know, the Radio Corporation of America.

"Secondly, the Empire State is strictly a one-way proposition - New York to G-E at Schenectady.

"Also, when NBC-RCA pick up remote programs via relay or otherwise, the receiving equipment is usually installed on the RCA Building and not at Empire State."

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A series of five illuminated displays dramatizing five important phases of RCA Victor's manufacturing activities - sound power telephones, Victor and Bluebird records, electron tubes, sound systems, and radio, phonograph and television receivers are being made available to dealers for window and store display. These exhibits, which are about 8 ft. long and 5 ft. high, will be booked through RCA Victor distributors for display in their areas.

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## SCISSORS AND PASTE

### Against Licensing Radio Repairmen
("Sylvania News")

Up to the present moment, the majority of the letters we have received seem very definitely to be against any licensing of repairmen, whether by city, state or national governmental authorities. The reasons stated in the order of their importance and frequency of mention are as follows:

1. Licensing would entail too much governmental regulation and control with its attendant taxation or annual renewal fee and possible political graft.
2. Licensing would be a barrier to many men who possess the mechanical ability but who are financially unable to obtain the technical knowledge required for passing the license examination.
3. Licensing is not needed to keep out the so-called "screw driver mechanics" and inexperienced or dishonest men because the public very quickly finds them out.
4. Licensing would tend to decrease competition which otherwise would be a welcome factor in stimulating a high standard for expert work and the use of first class tubes and parts.
5. Licensing for other trades, such as electricians, in most states where it has been tried, has increased the state's budget system and at the same time, due to the ever present loopholes in the law, it has not prevented the unlicensed electrician from operating, and thus paved the way for bootlegging of electrical work at the expense of the licensed electrician.

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### Los Angeles Court To Test Television Use
("Editor & Publisher")

Testimony-by-television, to be tested in Los Angeles highlights the ambitious postwar plans for a $16,000,000 courthouse with luxurious quarters and up-to-the-minute facilities for newspaper men.

The television test is expected to establish the practicability of such testimony, in cases involving persons unable to appear in court. The witness, a defendant in a realty suit, is confined to bed as the result of an accident. Equipment for the experiment will include a "walkie-talkie" device so that the attorneys and judge can speak to the witness as well as see and hear her.

Plans for the test have been directed by Samuel Blake, presiding judge of the Los Angeles Superior Court. Final arrangements for permanent television equipment in the new courthouse are waiting the outcome of the test.

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## Newspapers and Stations Confer Regarding Program Errors
("Variety")

Slashing of mistakes in radio program schedules carried by Cincinnati's three dailies is resulting from a dinner meeting of the papers' radio editors and publicity directors of the five local stations. Most bugs in the listings are on network stanzas, it was brought out by a check of recent logs.

The editors stressed the fact that the logs are a mighty readership feature and that errors in them always bring telephone and written complaints from subscribers.

To keep a more accurate tab on network traffic, the stations' publicity chiefs vowed to jack up the home offices for improvement in that line. They also went on record to get in step themselves by informing the editors of changes as soon as possible.

An operations setup agreed upon calls for daily pasting on a blank sheet of paper of each newspaper's log for that day and dated for the same day of the week following. Corrections are made as received in the publicity directors' offices and the sheet is mailed special delivery to the editors two days before publication date. Added service for the Post and Times-Star, afternoon sheets, includes telephoning by the editors to the stations at specified times each morning for last-minute changes, and special calls by the stations to the afternoon papers of changes for that day which become known after the regular forenoon calls.

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## Says Butcher's "Eisenhower" Book Will Be Ready By Xmas
(Elizabeth Ford in "Washington Times-Herald")

The recent books that have traced the career of General of the Army Dwight D. Eisenhower from babe-in-arms to man-at arms, from shavetail lieutenant on an obscure Texas post to supreme leader handing down the law in a big red schoolhouse in Reims, will soon - as months are measured by publishers - be joined by still another one.

This eulogistic expose, tentatively titled "Three Years With Eisenhower", will be done from an aide's-eye view and is being compiled by Capt. Harry C. Butcher, U.S.N.R., a member of Gen. Ike's staff.

The Captain will telescope those "Three Years" into the space that fits between here and December, withhis publishers planning to play Santa Claus for the Christmas trade. "Three Years" - gift wrappers and all - will fill two stockings instead of one, for Capt. Butcher is all set to turn out a tandem tome.

There will be dope on strategy - how the campaigns were worked out and who said what at the conference table - what else happened at the surrenders of Reims and Berlin - candid shots of the Big Three meetings.

The captain and pretty Mrs. Butcher have long been prominent on the local scene. Before he reported for active duty with the Navy Reserve early in 1942, he had been head of the Washington office of the Columbia Broadcasting System.

Following her husband's call to the colors, Mrs. Butcher saluted home-front war-time chorse, working as a receptionist at Red Cross National Headquarters.

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## TRADE NOTES

The FCC clear channel hearing has been postponed to October 23rd so as not to conflict with the Third Inter-American Radio Conference at Rio de Janeiro September 5th.

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Frank M. Russell, NBC Washington Vice-President, is giving a reception tomorrow (Thursday) at the Statler in Washington in honor of William Brooks, Director News and International Relations of National Broadcasting Company, and Edward Tomlinson, author and news analyst who has just been appointed Inter-American Advisor and Commentator on hemisphere relations to NBC.

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A dividend of 87½ cents per share has been declared on the outstanding Radio Corporation of America shares of $3.50 Cumulative First Preferred stock, for the period from July 1, 1945, to September 30, 1945. The dividend is payable October 1, 1945, to holders of record at the close of business September 7, 1945.

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John D. Small, WPB Staff Chief, said the return of radios to store shelves and showrooms will be a harbinger of many other types of goods desired by a public with needs to be filled and cash to spend.

"There will be a trickle of civilian goods into the market for the next five months", he said. Then "there will be a stream, and finally a flood."

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Radio Projects, Inc., of New York, ased the Federal Communications Commission for authority for FM broadcast stations in West New Brighton, S.I., and Jamaica, Queens. The company president is Mitzi E. Newhouse, stockholder of the Staten Island Advance Company, Inc.

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Microphones and radio parts from the Signal Corps which the boys sent hom for souvenirs have been retrieved, among many other things, by the Army's inspectroscope, anew secret device like a fluoroscope which is able "to see through" packages without unwrapping them and to detect unmailable material. If there is evidence of theft a court-martial proceeding is instituted. War trophies are permitted to enter the U.S. but certain items, such as firearms and enemy radio or radar equipment is confiscated.

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Decca Records, Inc., net for the half was $450,284, or $1.16 vs. $504,620 or $1.30.

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Louis Martin has been appointed Manager of the Application Engineering Section of the RCA Tube Division. Mr. Martin will work with leading radio and electronic equipment manufacturers on tube application matters. He joined RCA in 1928 and left in 1931 to become Managing Editor of "Radio Craft and Short Wave Magazine" until 1935 when he rejoined RCA.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 17, 1945



No. 1693

August 17, 1945

WPB LOSES NO TIME LIFTING CONTROLS; RADIO AMONG FIRST

Swift radio set production and "the greatest supply of materials in history" seemed assured by J. A. Krug, Chairman of the War Production Board, who declared that only about 50 of the original 650 WPB controls would remain after this week-end.

As a first step in its reconversion program, the WPB's Radio and Radar Division authorized six radio manufacturers to produce $401,100 worth of radio equipment, of which $339,600 was for radio sets. Officials explained that all authorizations will be on a dollar, rather than a numerical volume basis, and that the manufacturer in each case may decide the types and price range of the sets he produces.

Applications of some of the larger set companies are being cleared with the military services. WPB officials said they have between 50 and 60 "spot" applications pending and that almost half of them are from newcomers.

The first authorizations approved, type of equipment to be produced and the dollar value, are as follows:

| Company | Equipment | Dollar Value |
|---|---|---|
| Templetone Radio Manufacturing Corp. New London, Conn. | Radio Sets | $120,000 |
| Schulmerich Electronics, Inc. Sellersville, Pa. | Amplifiers | 37,500 |
| Kemp Equipment Co. Rochester, N.Y. | Radio Sets | 9,600 |
| Universal Instruments Co. Cincinnati, Ohio | Test Equipment | 24,000 |
| Electronics Corporation of America New York, N. Y. | Radio Sets | 100,000 |
| General Television & Radio Corp. | Radio Sets | 110,000 |

As additional authorizations are granted, manufacturers will be advised immediately and a public announcement made promptly, WPB said.

It was also pointed out that although "spot" authorizations are granted for the remainder of 1945, the public should not expect radio sets to be available immediately.

"Reconversion of the radio industry from war to civilian production will occur very rapidly", Bond Geddes, Executive Vice-President and General Manager of the Radio Manufacturers' Association said in a V-J Day forecast.

"L-265, the basic WPB production limitation order, will be revoked almost immediately, according to WPB officials. While some controls on materials may be retained, the radio industry will not be handicapped by material shortages.

"Heavy cutbacks on electronic war orders will likely follow within a few days, if not hours, after peace is declared. War-expanded radio facilities will be turned quickly to civilian production, but the volume of home sets will depend largely on the rapidity with which civilian components can be produced. Large war surpluses, with limited usable parts, will not be available for some time.

"OPA price controls will continue, and OPA's post-war pricing formulas and procedures will affect the speed and volume of civilian production. OPA officials promise prompt action for the industry and individual manufacturers."

Major industry problems, with WPB on industry reconversion and OPA on post-war prices, also disposal of war surpluses, are under the RMA Industry Reconversion Committee, headed by A. S. Wells of Wells-Gardner & Co. Paul V. Galvin, of Galvin Manufacturing Corporation, is the Vice Chairman of the Committee, and its membership includes: M. F. Balcom of Sylvania Electric Products, Inc; Dr. W. R. G. Baker of General Electric Company; E. A. Nicholas, Farnsworth Television and Radio Corporation; R. C. Sprague, Sprague Electric Company; T. A. White of Jensen Radio Manufacturing Co; Walter Evans of Westinghouse Electric Corporation; A. Blumenkrantz of General Instrument Corporation; Monte Cohen of the F. W. Sickles Company, and Elmer R. Crane, of Lear, Inc.

Reconversion will be the topic of discussion according to R. C. Cosgrove, President, when the RMA Board of Directors has its next meeting October 10-11 with the officers and directors of the Canadian RMA as guests in Rye, New York.

A cable from London from the British Radio Industries Council advised that civilian radio sets would probably be available this Fall. The Radio Council announcement came with word the industry had Government approval for partial reconversion. It said initial production would be limited and estimated it would be well into 1946 before output reached substantial proportions.

Postwar radio sets will be similar to the last ones made before the war, the manufacturers said, although increased labor and material costs are likely to make prices considerably higher, the first sets to cost about $60.00.

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# TO TRY CONNECTING CITY PHONES TO TAXIS, TRUCKS, BY RADIO

The Federal Communications Commission Tuesday announced a policy of issuing a limited number of experimental licenses to determine the best operating plan for the proposed general mobile two-way radiotelephone service for motor vehicles and other land, air and marine mobile units.

The results of such tests, together with other data, will be considered by the Commission at a public hearing before a permanent policy is adopted. In the meantime, no regular licenses will be granted.

Three methods were proposed to the Commission at its recent allocation hearings:

1. Service by telephone companies to the general public at published charges, connecting drivers or passengers with the existing telephone wire lines.

2. Service by cooperative associations of users in their respective areas on a pro-rata cost-sharing basis, or by individual users rendering service to other users on a similar cost-sharing basis.

3. Private systems for companies or individuals.

The need to conserve scarce frequencies makes a careful program of experimentation imperative.

The Commission emphasized that grants will be made only for bona fide experimentation and that such grants will not in any way constitute any assurance that the licensee will be authorized to operate in the new service finally to be established. All applicants are cautioned that investment or expenditures undertaken on account of such experimental operation are at their own risk.

The Commission will make every effort to schedule its public hearing and establish permanent rules and regulations governing this service so that regular licenses may be issued as soon as possible after the availability of manpower and materials and the necessary experimental data.

The plan of experimentation announced Tuesday will not affect the regular licensing of the established services relating to safety of life and property such as aviation, police, fire, forestry and shipping.

The General Mobile Service will not include the recently announced Citizens Radiocommunication Service for the general public utilizing the walkie-talkie and other equipment in the 460-470 megacycle band. Rules for this service have not yet been issued and civilians are cautioned against any unauthorized use of such equipment.

The following experimental authorizations for operation in the new General Mobile Radio Service have already been issued:

Southwestern Bell Telephone Co., St. Louis, Mo. Granted Experimental Class 2 license for one land station and 12 portable stations to be installed in repair trucks and supervisors' cars of the company. The land station will be connected with the company's general wire telephone network. The company was denied permission to offer the service to others on a commercial basis or to make charges for the service.

Yellow Cab Company of Cleveland, Inc. Granted temporary experimental authority to operate one portable station at a fixed location, and two portable mobile stations on taxicabs utilizing two-way communication system.

Yellow Cab Company of Washington, D. C., Inc. Granted temporary experimental authority to operate one fixed and two portable mobile experimental stations.

The following applications are now on file at the Commission:

Bell System Companies. Applied for experimental authority to install two-way telephone service for automobiles, trucks, busses, boats, barges, trolley cars, elevated trains, railway engines in metropolitan areas, ambulances, newspapers, doctors, burglar and fire alarm services, etc., in the following cities: Baltimore, Chicago, Cincinnati, Columbus, Denver, Houston, Milwaukee, New York, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, Washington, D. C., San Francisco, Boston and Atlanta. Such a service would enable an autoist, for example, to phone from his auto to his home or to his office or to any number in the telephone book. His call would travel to the telephone company by radio and from there by telephone wire.

Highway Radio, Inc., Chicago, Ill. Applied for experimental use of radio communications in the dispatching and safety control of inter-city truck operations in the vicinity of Chicago. The one 250-watt FM land station will be installed in the Chicago area to serve as the control station for trucks entering and leaving Chicago. Plans for mobile stations call for the installation of sets in 100 trucks working out of Chicago. The company believes use of radio control of truck traffic will save truck miles and improve the efficiency of freight handling by providing advance information on incoming freight distribution and by providing additional trucks in case of overflow and reducing number of trucks where the traffic is light, by routing trucks around highway obstacles caused by storms, providing help where mechanical failure occurs, by sending immediate assistance in case of accidents, and by locating and guarding truck progress during severe snow and ice storms.

Southwestern Bell Telephone Company: One 250-watt land station at St. Louis, Mo. and twelve 15-watt portable mobile stations; one 250-watt land station at Houston, Texas, and 6 portable-mobile stations.

Raytheon Manufacturing Company: General mobile - New York, Boston, Chicago and Los Angeles.

Air Associates, Inc.: One 45-watt land station at Los Angeles and two 10-watt portable-mobile stations (General Mobile)

Pacific Freight Lines: One 2000-watt land station at Los Angeles and one 50watt portable-mobile stations (Highway radio trucks).

U-Drivit Auto Rental Company: Three 50-watt portable and portable-mobile stations in the vicinity of Cambridge, Mass. (Truck radio).

Bendix Aviation Corporation (Bendix Radio Division, Hollywood, Calif.): twenty-five 10-watt portable and portable mobile stations (Passenger busses).

Bowen Motor Coaches: Two 300-watt land stations at Fort Worth and Houston, Texas and one 100-watt portable mobile (Passenger Busses).

Yellow Cab Company of Cleveland, Ohio: Ten portable-mobile stations (Taxi-cab Radio).

Benjamin B. Paloff: One 15-watt land station at Atlantic City, N.J., and one portable-mobile station (Taxicab Radio).

Tanner Motor Livery, Ltd.: Twelve 30-watt land stations at Pasadena, Calif.; (2) Glendale, Lompoc, Los Angeles, Palm Springs, Santiago, Santa Monica, Santa Barbara, Santa Maria, all in California; Las Vegas, Nevada, and Tucson, Arizona, and 249 30-watt portable mobile stations (Taxicab Radio).

Federal Telephone and Telegraph Co.: Twelve 50-watt portable mobile and portable stations, New York (General Mobile).

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## LOUIS CHATTEN NAMED V-P OF NORTH AMERICAN PHILIPS

Louis J. Chatten, who resigned last month as Director of the Radio and Radar Division of the War Production Board, has been appointed Vice-President and General Manager of the North American Philips Co., O.M.E. Loupart, Executive Vice-President, announced Monday.

Mr. Chatten guided the Government controls over the radio industry during crucial war production months, and mapped the reconversion program now under way. He joined the Division in July, 1943, and on October 1, 1944, succeeded Ray C. Ellis as Director. Mr. Chatten was formerly Vice-President and General Manager of Fada Radio and Electronic Company of Long Island City, New York.

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# GREAT PART RADIO INDUSTRY PLAYED DEVELOPING RADAR TOLD

After several false starts, raising the secrecy ban but later always clamping on the censorship to such an extent that at one time the industry was warned that even the name could not be mentioned (this after pages of advertising had been allowed to get by in magazines and newspapers all over the country), the government finally came through with the real story of radar, the amazing part it has played in the great war, and how within a few years has developed into a $2,700,000,000 industry.

The release of the story also revealed the splendid cooperation of the radio manufacturing industry with the government in the stupendous wartime achievement.

The growth of this new industry, which hardly existed before 1940, is indicated by the fact that by 1 July 1945 approximately $2,700,000,000 of radar equipment had been delivered to the Army and Navy. This included approximately $1,000,000,000 worth of airborne equipment, $500,000,000 worth of shipborne equipment, $800,000,000 of ground equipment and $400,000,000 worth of miscellaneous radar.

The tremendous expansion of the radar development program may be measured by the fact that the personnel of the Radiation Laboratory increased in early 1941 to almost 4,000. Similarly the Radar Section of the Naval Research Laboratory increased its personnel to 600. The Radio Position Finding Section of the Signal Corps Laboratories grew into the separate Evans Signal Laboratory at Belmar, N. J., with a peak personnel of more than 3,000, part of which in turn became a nucleus for the Army Air Forces Watson Laboratories at Eatontown, N. J. A similar growth took place at the Aircraft Radio Laboratory at Wright Field. So intimately did airborne radar become involved in the design of military aircraft that this activity was taken over in 1944 by the Air Technical Service Command from the Signal Corps.

More than 125,000 officers and men have gone through advanced radar training at the Navy schools in this country.

The Bell Telephone Laboratories and its manufacturing branch, the Western Electric Company, stated that through June, 1945, they had produced more than 52,390 radars of sixty-four different types, valued at more than $800,000,000. Some types might weigh as much as 70,000 pounds each, while another might weigh about as much as a pilot.

The Bell Laboratories and Western Electric together had "substantially full responsibility for development and production of radars for Navy ship gunfire control", according to a statement by Walter S. Gifford, President of the American Telephone and Telegraph Company.

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said that radar would provide accurate "fixes" for trans-oceanic navigators when celestial navigation was prevented by clouds. Radar and pulse altimeters also would give the pilot his exact distance above terrain, irrespective of its relation to sea level.

"Landings at airports in heavy weather will be greatly simplified by future developments in radar", General Sarnoffnoted.

A major contribution in radar, according to General Sarnoff, was the development of a tail-warning device to warn pilots of the approach of other aircraft from the rear.

The Philco Corporation of Philadelphia stated that it had worked on the radar bombsight, popularly known as "Mickey", which was used in conjunction with the Norden bombsight for pin-point bombing. The electronic bombsight spots targets 100 miles away, according to Philco, and not only locates the target but tells exactly where in its flight the plane must drop its bomb load to score a direct hit. The "Mickey" utilizes more than eighty tubes.

Laurence K. Marshall, President of the Raytheon Manufacturing Company, said that his concern specialized in the production of micro-wave tubes essential to radar search gear.

Radar was exhibited in its postwar form for the first time last Tuesday night when General Electric demonstrated aboard a maritime training ship an "electronic navigator" that can detect through darkness, fog and storm the position of any above-water obstacles, such as lighthouses, buoys, icebergs, other ships and land, at distances up to 30 miles, depending upon the size and shape of the object. Dr. W. R. G. Baker predicted that the new device will revolutionize "thick weather" navigation.

As to the part radar will play in the peacetime world, the Government report issued by the Office of Scientific Research and Development and the War and Navy Departments says:

"There has already been a great deal of rather uninformed speculation about the peaceful uses of radar. It will be clear from what has gone before that the direct and immediate use of radar will be to make air and sea navigation entirely continuous and poorproof, regardless of night or weather. Its use in land transport, during the immediate postwar years, is more dubious. In the forms in which it exists now, radar is not a very useful attachment to an automobile or a railroad locomotive.

"The biggest influence radar will have after the war is indirect. The thousands of man-years which have gone into the improvement of the detailed components which make up a radar set - many of these components being identical with those of a radio or television set, or hearing air, or other electronic device - have made obsolete many of our prewar ideas about what could and could not be done in electronics.

"Furthermore, radar has made the electronic industry one of America's major ones, now comparable in size to the prewar automobile industry. This new industry, through its enormous laboratories, can be expected to find innumerable applications in a wide variety of fields."

The 54-page Government document, "Radar - A Report on Science at War" was distributed by the Office of War Information and may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 15 cents a copy.

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NEW LINK TO A.T.&T. CROSS-COUNTRY COAXIAL (TV) CABLE O.K'ED

The Federal Communications Commission last Tuesday approved an additional 339-mile link in the proposed New York to Los Angeles coaxial cable of the American Telephone and Telegraph Company to carry television programs and heavy telephone traffic.

The new link, extending from Meridian, Miss., to Shreveport, La., contains 6 coaxials between Meridian and Jackson, Miss., a distance of about 99 miles, and 8 coaxials between Jackson, Miss., and Shreveport, La., a distance of about 240 miles. The estimated cost of this new link is $7,056,000.

The units of the transcontinental route completed are: New York, N. Y.-Philadelphia, Pa., 2 coaxial unit cable for 90 miles; Philadelphia, Pa.-Baltimore, Md., 6 coaxial unit cable for 100 miles; Baltimore, Md.-Washington, D.C., 4 coaxial unit cable for 43 miles.

Three links now under construction are: Washington, D.C.-Charlotte, N.C., 8 coaxial unit cable for 400 miles; Atlanta, Ga.-Meridian, Miss., 6 coaxial unit cable for 310 miles; Shreveport, La.-Dallas, Tex., 8 coaxial unit cable for 200 miles.

With the grant Tuesday the number of miles of the proposed project now approved by the Commission totals 1482. With additional construction proposed by the company to complete the route to Los Angeles, the total route miles will be 3,287. The estimated cost of the complete project is $56,356,000.

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For the first time in French history the radio was taken into court to disclose the death sentence on Marshal Petain, which is comparable in French trial history to that of King Louis XVI in 1793. Louis was beheaded.

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DON LEE PLANS ONE OF WORLD'S MOST POWERFUL TELE STATIONS

Announcements came at about the same time from the Don Lee Broadcasting System of Los Angeles and the General Electric Company that Don Lee plans to build one of the highest powered television stations in the world, W6XAO, on Mt. Wilson near Hollywood. G.E. states that it will build a 40-kw transmitter - one of the largest yet constructed - for the West Coast station.

General Electric has a 40-kw television transmitter in operation for its own station WRGB in Schenectady, and also will build 40-kw television transmitters for the Chicago Tribune and New York Daily News postwar, according to James D. McLean, Manager of G.E. Transmitter Sales.

Thomas S. Lee, President, said their new station will raise Don Lee's total investment in television to well over $1,500,000.

The station, to be built on a 160 acre tract already purchased by the company, will have a 40 kilowatt visual transmitter 5,800 feet above sea-level, which combined with a low operating frequency will eliminate interference from surrounding hills, and insure post-war television owners of maximum reception.

"In television, it's power times height that counts, not power alone", said Harry R. Lubcke, Director of the television station now located atop Mt. Lee. "The new site, together with the ultimate in television equipment, insures our having both."

"Mt. Wilson is an ideal site for the location of television transmitting equipment. The people of Southern California are singularly fortunate in having such a high mountain range so close to a large center of population. This is an ideal arrangement for television broadcasting. Because of this favorable condition it is to be expected that television stations in California and Southern California particularly should serve the greatest audience in the country.

The W6XAO station now in operation on Mt. Lee will continue to be used as atelevision relay station and studio site, Mr. Lubcke said. Because Mt. Wilson is a portion of range rather than a peak in itself, it is also expected to be the site of sister television stations, he added.

Application to the Federal Communications Commission for permission to build the powerful new Don Lee television station has just been filed.

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SARNOFF WAS AHEAD OF THE PROCESSION ON THE ATOMIC BOMB

Nobody is more used to seeing his name in the paper than Brig. Gen. David Sarnoff, President of the Radio Corporation of America, but he must have rubbed his eyes last Friday morning when he saw the 5-column spread the New York Times (August 10) gave him on a very remarkable article which the War Department had held up for fear it might spill the beans with regard to the atomic bomb.

General Sarnoff explained the situation as follows:

"In view of my status as a general officer in the United States Army, I submitted my article 'Science for Life or Death', to the War Department on July 2, 1945, and requested that it be cleared for publication. My request received thorough consideration and the article was approved for publication with the exception of the section relating to 'Unlocking Atomic Energy', which was disapproved for publication at that time. I was informed that this subject was still a military top secret. Wishing to cooperate fully with the War Department, and regarding the section on atomic energy a vital part of the article, I decided to delay its publication until a later date when censorship restrictions on the subject might be lifted by the Army. Since the release to the public, on Aug. 6, 1945, of the statements made by the President of the United States, the Secretary of War, and the Prime Minister of Great Britain, on the use of atomic bombs and the release of atomic energy, the War Department has authorized publication of my article in full."

The gist of Mr. Sarnoff's article was that we must make a fateful decision as atomic and other weapons appear as to whether or not these devastating devices shall be used for death and destruction or for a better life.

General Sarnoff wrote:

"Only a few months ago German rocket bombs fell on England at a speed so great that they exploded on the target before they were heard moving through the air. At the same time, the Allied Air Forces dropped, on German industrial centers, bombs so powerful that a single one wiped out an area larger than a city block.

"But these demolitions were only hints of what still is to come. Within the next ten or twenty years, rocket bombs may travel at speeds measured in thousands, instead of hundreds, of miles an hour. It is possible that these bombs will be loaded with new power that could obliterate a metropolis."

"What will man do with these astounding facilities that science is creating? Will he use them for beneficent purposes? Will he use them to make the world a better and happier place, and to provide abundance everywhere so that those who now lack the basic requirements for comfortable living may secure them? Or will man prepare to use these agencies for aggression and destruction? No one knows. Yet no more important question faces the world."

"Therefore, as I see it, our great hope for world peace can best be advanced by achieving freedom from want, through man's ingenuity in atomic energy, electronics, chemistry, physics and the other sciences. All around us Nature inspires and offers the perfect model for science to emulate and duplicate, whether it be an artificial potato or a kernel of wheat, oil or cotton."

"Peace now depends upon the recognition by all nations of their individual responsibility to prevent war. They must foster the will to peace. But while the world structure of peace is being built and developed, research and scientific preparedness by the United States must go forward through all the agencies of Government and industry that have proved in the present war how to work together in the interests of our nation."

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## PHILCO FILES ANSWERS TO FTC CHARGES OF MISREPRESENTATION

Philco Corporation and Philco Radio & Television Corp., Philadelphia, have filed separate answers to a Federal Trade Commission complaint charging them with having misrepresented radio sets with respect to their power and capacity for foreign reception and the number of tubes they contain.

The complaint alleged that Philco Corp. owns a majority of the stock in, and directs and controls the business policies of, Philco Radio & Television Corp., and that both respondents falsely represented and caused their dealers to represent that Philco sets were equipped with from 5 to 12 fully functioning tubes and would bring in broadcasts from European stations five times easier, stronger and clearer than sets not so equipped.

In its answer Philco Corp. asserts that at the time of the acts complained of it merely manufactured radio sets for Philco Radio & Television Corp. in accordance with the latter's specifications and did not control or direct any engineering, advertising or sales activities in connection with the sets.

Philco Radio & Television Corp. in its answer, avers that any representations it may have made with respect to the number of fully functioning tubes in Philco sets were true and not calculated to mislead the purchasing public. This respondent also denies that it has made false or misleading representations with respect to the capacity for foreign reception of Philco sets.

Hearings will be held in due course.

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RADIO PEACE FLASHES OUTMODE SLOW DIPLOMATIC MACHINERY

Radio peace flashes from Japan and elsewhere were hours and days ahead of the diplomats and high Government officials creaking along at their old-time speed. The man with a radio set most of the time knew as much as President Truman did in the White House and just as quickly. All that kept the radio listeners from learning final surrender details was that the message which came through diplomatic channels was in secret code. At that the man with the radio even though he wasn't sure of it at the time found he was really several days ahead of the procession with regard to the final result. It was a diplomatic triumph for radio.

It was likewise said to be the first time Emperor Hirohito ever addressed his subjects over the radio. Also the first order General MacArthur issued to the Japs was to install a radio station so he could communicate with them. Just as radio gave the country the first flash of the attack on Pearl Harbor, it likewise gave the first flashes on peace.

A new high was set by the networks and the broadcasting stations on news coverage. Variety Magazine, noted for having a "slanguage" all its own in a cryptic headline, said "Radio Does Atomic Job on Jap Fold", adding:

"A momentous week in the world's history found radio ready and rarin' and doing a tremendous job without thought of cost of talent, loss of commercial plugs or regular program skeds.

"Within the week came in quick succession news of the atomic bomb, Russia's declaration of war against the Japanese, and the V-J Day developments.

"When Jap surrender became official at 7 P.M. Tuesday, radio was ready.

"Every known technique and experience was drawn upon."

Only lack of space prevents recounting the great work done by the networks and particularly the Washington stations which bore the brunt of the worst headache ever suffered by the radio commentators and newspapermen in the history of the United States.

In a V-J Day victory statement, Harold Ryan, President of the National Association of Broadcasters, declared:

"Now in its 25th year, nearly four of which have been war years, the American system of broadcasting has demonstrated itself as a medium of public service without parallel in the history of the world. The science of broadcasting is one in which technical improvements possess immediate potentiality for public good. These improvements are in the field of communication, wider dissemination of ideas, the creation of better understanding among peoples through the medium of sight and sound. Radio-television communication now

transmits practically everything that may be seen or heard. Peacetime industry operation soon will bring this improved public service within reach of countless millions.

"The art of communication will have an important bearing on the conscience of the new world. It must, however, be at all times a medium of free expression among free people, a medium for the development of good conscience by men of goodwill.

"The broadcasting stations and networks of America furnished fighting men and rendered service at home and abroad in every field where civilian and military communications were needed to speed victory. In the name of our service to the cause of Liberty we now dedicate ourselves to its perpetuation in the interest of world harmony."

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## IT'S NOW "LT. COL. GEO. GILLINGHAM"; MAY RETURN TO FCC

George O. Gillingham, former press representative of the Federal Communications Commission, has been boosted from Major in the Chemical Warfare Section of the Army to Lieutenant Colonel. Lieut. Col. Gillingham served in CWS in World I also.

On leave from the FCC - and one of the best press men the Commission ever had - it is understood that Mr. Gillingham will return to his old job at the conclusion of his military service. Colonel Gillingham is likewise remembered as editor of the "Goldfish Bowl" of the National Press Club.

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## ASHBY, NBC, HEADS N.Y. COUNTY LAWYERS COMMUNICATIONS GROUP

Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company, has been reappointed Chairman of the New York County Lawyers' Association by Ignatius M. Wilkinson, President of the Association.

Wilson E. Tipple is Secretary of the Committee and the other members are: Harry J. Ahlheim, Ralph F. Colin, Emanuel Dannett, Jack Lewis Kraus 2d, Wolcott H. Pitkin, Edward R. Schoen, Leslie J. Tompkins, John F. Gibbons, Henry Ladner, Frank Rashap, J. Robert Rubin, Bethuel M. Webster, M. Marvin Berger, Joseph A. McDonald, William DeForest Manice, Joseph H. Ream, Richard B. Scandrett, Jr., Samuel Shapiro, Robert D. Swezey.

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CENSOR PRICE QUITS QUICKLY AFTER GRAND JOB; DAVIS STICKS

Byron Price, Director of Censorship, who had one of the most distasteful and difficult jobs in the war, was the first one to go out of business. Mr. Price, formerly Executive News Editor of the Associated Press, said long ago he would quit an hour after peace was declared, and quit he did. Furthermore - miracle upon miracles - instead of hanging around and waiting for something else, he is leaving Washington immediately, voluntarily and under his own steam.

In contrast to this, Elmer Davis, head of the Office of War Information, who hasn't been so highly praised and whose organization narrowly escaped the Congressional axe several times even while the war was going on, issued a Victory Day statement in which he said:

"The life of this war agency will soon be over. The need remains for the rest of the world to get a balanced picture of America and to receive its knowledge of official American aims and ideals from American sources.

"I hope that the Administration and the Congress will find the appropriate means for Government to assist and supplement private information agencies to whatever extent is necessary to meet this need."

Later a "clarification" of the statement was sent out by OWI explaining that the agency head was not proposing that the OWI be established as a permanent Government agency.

Mr. Davis, it was explained, pointed out that the life of the OWI will end shortly as a result of the war's end, but commented that the need to inform the rest of the world of American ideals and aims will remain.

In departing, Mr. Price, who in the critical days of censorship had the good fortune to have as his right-hand man one of the best radio men in the business, Harold Ryan, retiring President of the National Association of Broadcasters, addressed this note to editors and broadcasters:

"It gives me great pleasure to inform you that effective at once, voluntary censorship is ended and the code and its attendant cautions entirely cancelled.

"During the long trying years since Pearl Harbor you have written a bright page in the history of free enterprise. No one will dare question hereafter that your patriotism and patient cooperation have contributed greatly to the glorious victory.

"You deserve, and you have, the thanks and appreciation of your Government. And my own gratitude and that of my colleagues in the unpleasant task of administering censorship is beyond words or limit."

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## U.S. BROADCASTERS TOURING EUROPE ARE NOW IN PARIS

The party of American broadcasters now on tour to study British and European radio techniques, according to schedule should now be in Paris. They arrived safely in London last Sunday.

Among them were Justice Justin Miller, President-elect of the National Association of Broadcasters; Mark Woods, President of the American Broadcasting Company; Joseph Ream, Vice-President of the Columbia Broadcasting System; William Hedges, Vice-President of the National Broadcasting Company; Robert D. Swezey, Vice-President of the Mutual Broadcasting System, and J. Leonard Reinsch, General Manager of the Cox radio interests and WSB of Atlanta, Ga., and President Truman's radio advisor.

They will leave soon for Luxembourg and Germany.

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## G.E. RECEIVES ARMY'S THANKS FOR ITS WORK ON ATOMIC BOMB

Maj. Gen. Leslie R. Groves, head of the atomic bomb project, in a telephone conversation with Vice President Harry A. Winne, of the General Electric Company, told Mr. Winne to convey his thanks to the thousands of G-E workers who aided considerably in making the atomic bomb possible.

Charles E. Wilson, President of G.E. said:

"Practically every major apparatus plant of General Electric was put to work on the project, yet the secret was so closely guarded that fewer than 100 of the 165,000 people employed by General Electric knew what was being made."

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## ZENITH HELP TO VETERANS ACKNOWLEDGED BY AWARD

Zenith Radio Corporation received the Award of Merit presented jointly by the Disabled War Veterans of America and the National Association of Personnel Directors. R. D. Burnet, Secretary and Controller, accepted for the Zenith Radio Corporation, together with G. K. Ergang, Director of Personnel.

The award acknowledges Zenith's work in the placement and rehabilitation of returning servicemen, both former employees and others. Among other benefits, Zenith employees on military leave have participated in semi-annual bonus and wage dividend payments.

There are now 867 employees on military leave. 75 have been honorably discharged. 13 gold stars mark the service flag.

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FARNSWORTH ADDS TRAFFIC COMMUNICATIONS; NETS $33,766,073

The Farnsworth Television and Radio Corporation of Fort Wayne, Indiana, has entered the radio field of transportation communication and control by purchasing the Halstead Traffic Communications Corporation, including patents relating to railway and highway radio communications.

William S. Halstead, President of the Corporation, will act as consulting engineer to Farnsworth. John A. Curtis, Vice-President of Halstead, has been appointed Manager of the Farnsworth Communications Division.

Farnsworth will transfer the Halstead engineering staff as well as that company's laboratory and manufacturing facilities from New York to its plant in Fort Wayne.

Net sales and income from royalties and license fees of Farnsworth, Edwin A. Nicholas, President, reports, after voluntary price reductions and provision for renegotiation were $33,766,073 during the past year as compared with $30,873,421 for the previous year.

After provision for these taxes, profit for the past year was $953,385 compared with $909,113 after final renegotiation for the previous year. From the latter figure, $125,000 was reserved for cost of postwar rehabilitation and war production contingencies. The management is of the opinion that this reserve, which now aggregates $375,000, is adequate and no addition thereto has been made out of earnings of the past fiscal year. The net profit of $953,385 transferred to surplus for the past year therefore compares with $784,113 for the year ended April 30, 1944.

"It is still the intention of the company to supplement station WGL with television and frequency modulation broadcasting stations", Mr. Nicholas stated. "Action on our applications with the Federal Communications Commission for permits to construct and to operate these stations have been delayed pending final decisions of the Federal Communications Commission with respect to television and other frequency allocations. Recently, however, the Federal Communications Commission has granted our television application and indications are that the FM application will be allowed in the near future."

An added feature of the Farnsworth annual report were advance proofs, in colors, of the company's advertisements soon to appear in national magazines.

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## TRAFFIC COP SLOWS UP RCA JAP SURRENDER MESSAGE DELIVERY

Valuable time was lost when an overzealous Washington policeman, stopped the RCA automobile delivering the Japanese surrender message Tuesday because of a traffic violation.

The occupants of the car were Thomas E. Jones, 16, messenger, and former Staff Sergt. Earl Allison, 26, veteran of the Flying Tigers, now with R.C.A. Communications, Inc., as a mechanic. Sergt. Allison charged they were held up for 10 minutes before being given a ticket and that they informed Policeman Dixon that the envelope they carried contained a message the whole world was waiting for.

In a statement issued through Acting Capt. George Waldrodt, commanding the 3d precinct, Policeman Dixon denied that he held up the car more than three minutes. The policeman said the occupants said they were carrying an "important message" but did not specify as to the contents. F. P. Guthrie, R.C.A. Communications Manager said the messengers insisted that they had told Dixon that it was the peace message.

The automobile in which the message was being rushed from RCA offices at 1112 Connecticut Avenue, N.W., opposite the Mayflower Hotel, to the Swiss Legation, 2900 Cathedral Avenue, N.W., was stopped in front of the RCA offices on a charge of making a U turn in a prohibited area.

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## WESTERN UNION EXTENDS HIGH FREQUENCY RADIO TO CAPITAL

The District of Columbia Commissioners last Tuesday granted the Western Union Telegraph Co. permission to erect a 90-foot tower in Washington which may presage the end of telegraph poles in America.

The tower will be part of a high frequency radio transmission means of telegraphic communication.

It will be raised in a commercial zone to permit experimentation with "micro-wave transmission", carried on by light beams involving use of mirrors on towers serving as relay stations and erected within a clear line of sight of each other. The tower here would serve a route between New York, N.Y., and Pittsburgh, Pa.

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With the receipt of 15 additional contracts at Broadcast Measurement Bureau in New York headquarters, member stations now total 532, involving a two-year commitment of $811,680.00.

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## SCISSORS AND PASTE

### Believes Westinghouse-Glenn Martin Plan Might Hit Chains
(Jack Gould in "New York Times")

A plan for television and frequency modulation broadcasting from airplanes flying in the stratosphere, which could revolutionize the present-day concept of national network radio, was announced last week by the Westinghouse Electric Corporation and the Glenn L. Martin Company.

A chain of planes similar to the B-29, each cruising over a fixed area, would span the continent and transmit simultaneously five FM programs and four television shows to listeners on the ground six miles below. The stratospheric relay, it was asserted, would enable fourteen airplanes to cover 78 percent of the country's population and obviate the need for many hundreds of ground stations.

Officials of existing networks conceded that the proposed system might have far-reaching effects on future coast-to-coast broadcasting.

"If it works, it will be revolutionary", Niles Trammell, President of the National Broadcasting Company, asserted.

A major official of another network, who declined to be quoted by name, acknowledged that today's radio chain, consisting of hundreds of affiliated stations, could become a thing of the past if the Westinghouse-Martin project proved practical* * * *

Asked spefically if Westinghouse believed the projected system would make the existing form of network obsolete, Walter Evans, Vice-President, replied: "We think it does."

He added that the company expected that the plan would bring television into even remote rural areas "years ahead of any previously suggested system" and would greatly reduce the "astronomical costs" formerly anticipated in connection with video's development.

Credited with devising "stratovision" was Charles E. Nobles, 27 years old, of Paris, Texas, a radar expert for Westinghouse.* * * *

By putting such stations in airplanes operating at 30,000 feet, the altitude expected to be employed, Mr. Nobles said, a signal could reach 211 miles in one direction as compared with an estimated fifty miles for a transmitter atop the Chrysler or Empire State Buildings. Accordingly, each plane would cover an area 422 miles in diameter.

In actual operation, a program from an FM or television studio would be beamed directly upward from a ground transmitter to the plane circling overhead. The plane, in turn, would "spray" the signal back to ground over the 422-mile area and at the same time relay the program to the plane circling in the next area.

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## Tam Craven Mentioned As U. S. Broadcasting Czar
("Broadcasting Magazine")

Reports persist in political circles that President Truman will recommend to Congress this Fall complete reorganization of the Government, entailing wholesale slashing of agencies and commissions, including the FCC. Latest speculation is that economic-minded Senators and Representatives will recommend that he should abolish the FCC and appoint an Administrator of Communications, to function under Commerce Dept. or new Communications & Transportation Dept. Comdr. T. A. M. Craven, Cowles Vice-President and former Commissioner, has been mentioned often on Capitol Hill as the likely administrator should such a plan evolve.

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## Editor Cracks Back at Commentator Upton Close
("Saturday Evening Post")

The Saturday Evening Post has often gone to bat editorially for the radio broadcasting companies in their battle for freedom of the air and against unjustified Government restrictions. Sometimes, however, when we note the reckless irresponsibility of certain radio commentators, we begin to wonder whether the broadcasting people are not their own worst enemies. * * * *

A typical example was a broadcast by Upton Close, some weeks ago, on the Mutual Network. It happened to concern The Saturday Evening Post, and we mention it because we know the facts intimately. Mr. Close's broadcast included the following stupidity:

"I would be terribly interested to know - and so would millions of Americans - just what happened at The Saturday Evening Post after its publication by Alva Johnston of the first of five articles on the business operations of the Roosevelt family members. You remember the first one, on Jimmy Roosevelt's insurance business. I was told that there were to be four more. They never appeared, and their author, Alva Johnston, dropped out of the 'big-time' and The Saturday Evening Post underwent a sea change. . ."

The simple fact is that no other articles on the business operations of the Roosevelt family had been prepared, planned or even discussed. If Upton Close had cared to do even the most elementary checking, he could have telephoned Mr. Johnston or the editors of the Post. He did neither. And even if he assumed that we couldn't be trusted to tell the truth, there is another way he could have checked. For a long time it has been the custom of the Post, when it begins a series of articles - even if the series is to be occasional rather than consecutive - to announce the series in an editors' note which is published with the first article. No such announcement appeared with the article on Jimmy Roosevelt's insurance business.

The rest of Close's remarks were even more obviously false. He stated that after the appearance of the article on Jimmy Roosevelt, Alva Johnston dropped out of the "big-time". The article on Jimmy appeared in our issue of July 2, 1938, and since that time the Post has published thirty-five articles by Mr. Johnston. * * *We have just bought another series of three Johnston articles, which have not yet been published, and he has three assignments from us, to do as soon as he can find time.

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## TRADE NOTES

One of the first things Congress is expected to do, according to Chairman Cannon of Missouri, is to kiss war time goodbye. Pushing the clocks one hour forward was particularly unpopular with the farmers in the wintertime when often their children would have to start to school while it was still pitch dark.

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The New York Sun that has had no radio affiliation whatever has organized a new corporation which has been chartered to broadcast in New York. Papers filed at Albany show the corporation is capitalized at $750,000, including 5,000 shares of preferred stock at $100 par, and 250,000 shares of common at $1 per share.

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Jess Willard, who is to be the new assistant to President-elect Justin Miller of the National Association of Broadcasters, is about the only man in the industry tall enough to take a poke at FCC Chairman Paul Porter, if he should ever desire to do so. Jess is about the same height and fighting weight as Porter.

Powel Crosley, Jr. is another tall boy.

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Communication and electronic equipment, valued at $44,282,000, constitute the fourth largest class of material surplus held by the RFC, the Radio Manufacturers' Association reports.

Electronic tubes, which cost $15,989,000, and electronic equipment components and sub-assemblies, with a cost of $14,304,000, are the two major items on communication and electronic surplus category.

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Tension in WTOP newsroom in Washington during Jap surrender bid crisis was interrupted when a Western Union boy dashed in with a telegram.

It was addressed to President Truman, care of Bill Henry, CBS commentator, WTOP, Washington, D. C.

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The FCC has approved the application of Raytheon Mfg. Co. for permission to operate a portable transmitter, experimentally, from eight western mountain tops as part of the experimental work incidental to eventual setting up of the coast-to-coast microwave relay systems for television, which Raytheon plans. Field strength measurements will be made with transmission from Mt. Adams, Washington; Mts. Shasta, Tamalpais, Whitney and San Gorgonio in California; Wheeler Peak, Nevada, King's Peak, Utah, and Grey's Peak, Colorado.

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Scott (E.H.) Radio Laboratories, Inc. - Year to May 31: Net profit, after taxes and reserve for estimated renegotiation, was $163,759, equal to 41 cents each on 400,000 common shares; net sales, $6,119,455.

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Frank M. Russell, Washington Vice-President of NBC, was host last Thursday at a stag party at the Statler Hotel at which William Brooks, Director of News and International Relations of NBC, and Edward Tomlinson were the guests of honor. Mr. Tomlinson was just appointed Inter-American Advisor to NBC.

Among those invited were Joseph C. Grew, Undersecretary of State; Nelson Rockefeller, Assistant Secretary of State, a group of envoys from Latin American embassies; Lieut. Gen. Stanley E. Embick, Vice Adm. Alfred W. Johnson, Lieut. Gen. Harold L. George, George T. Summerlin, of the State Department, and many more.

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Prof. Taintor Parkinson, 59, who did research in radio for the Bureau of Standards for 15 years, died Tuesday at Deacon's Hospital, Boston. Prof. Parkinson came to Washington in 1912. In 1927 he left the Bureau of Standards to become professor of electrical engineering at Louisiana State University.

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Beginning Sunday, August 19, a series of talks by authorities on radio communications will be broadcast during the intermission period of the Columbia Broadcasting Symphony Sunday afternoon programs (WABC-CBS, 3:00-4:30 PM, EWT).

E. K. Jett, Federal Communications Commissioner, will inaugurate the series on the subject "Frequency Modulation". Among those to be heard in succeeding weeks are Paul A. Porter, FCC Chairman; Dr. Peter C. Goldmark, Director of the CBS Engineering Research and Development Department; and Worthington Miner, Manager of CBS Television Department.

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Many new standard radio stations probably will be started in the next few months. Federal Communications Commission has eased its wartime freeze on construction. War Production Board has indicated materials soon will begin to be available.

October 7 FCC starts processing applications accumulated during the freeze - 185 for standard stations, 124 for commercial television and 451 for frequency modulation.

Applicants for FM and television stations must wait until FCC approves regulations before starting construction.

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Tests designed to eliminate interference caused by automotive ignition systems in television and FM broadcasting and other high frequency communications have been conducted by a sub-committee of the Committee on Vehicle Radio Interference of the RMA and the Society of Automotive Engineers at the Delco Remy Radio Noise Suppression Laboratory just outside of Anderson, Ind. A report is being prepared for circulation.

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Vice Admiral Emory S. Land, USN, Retired, Chairman of the United States Maritime Commission, announced that in order to explore the post-war possibilities of radar in its application to safety-at-sea programs, the Commission is testing five sets of a new type of radar equipment.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1694

August 29, 1945

ADDED FINANCIAL STRENGTH OPENS NEW HORIZONS FOR CROSLEY

"Put this down as the beginning of a new day for The Crosley Corporation," said R. C. Cosgrove, vice-president and general manager, Crosley manufacturing division, in discussing Crosley's new association with The Aviation Corporation, at a meeting of Crosley regional and merchandising managers in Cincinnati.

Mr. Cosgrove, who is also president of the Radio Manufacturers' Association, asserted that the new association with Avco will bring many advantages to Crosley.

Mr. Cosgrove's service as head of the Crosley Manufacturing division for the past six years has been contemporaneous with the great expansion and development of Crosley in the radio and major household appliance field, as well as in the development and production of essential war products.

Mr. Cosgrove pointed out that great additional financial strength has been placed behind Crosley's manufacturing and merchandising operations by its affiliation with The Aviation Corporation, as one of the leading members of the highly diversified Avco industrial family.

"By this move, new horizons have been opened up for The Crosley Corporation through the financial resources of the far-flung Avco organization," Mr. Cosgrove said. "To the efficient and well-established Crosley manufacturing and distributing organization will be added the financial impetus of a highly successful group of manufacturing operations, working with Crosley toward a common goal."

Mr. Cosgrove cited, as one of the factors most important to The Crosley Corporation in its new association, the reputation for constructive vision and the high business and industrial ideals of the men who have brought The Aviation Corporation to its present enviable position.

"The records of the men who have established the policies that have made Avco great speak for themselves," Mr. Cosgrove asserted. They have not hesitated to pioneer in fields in which research has demonstrated that the needs of the nation lie. Their initiative and enterprise have been justified by the accomplishments already achieved."

Mr. Cosgrove referred to the advantages that will accrue to the Crosley organization through access to the extensive development and research operations that are now being conducted by Avco.

"New and vastly improved appliances and household equipment of many types will appear in the years ahead, after peace has come," Mr. Cosgrove declared. "It is not likely that they will be available immediately or even very soon after reconversion of war production facilities but they will come.

"With the extensive research and development facilities now operated by Avco added to the splendid research and engineering division of the Crosley organization, we will be in excellent position to pioneer in the introduction of the best of these new devices certain to come."

The FCC on August 2 approved the formal transfer of the license of Station WLW, which was included in the sale of the Crosley properties to the Aviation Corporation involving a payment of more than $12,000,000. Avco commitments total over $21,000,000.

When the Aviation Corporation-Crosley sale negotiations began the FCC had not as yet approved the sale of Station WINS New York by Hearst Radio to the Crosley Corporation. The date of August 20 was set for this but it has now been postponed to September 19.

Since the original application for assignment of license was filed last spring, the Crosley Corp. has been purchased by Aviation Corp, Avco assuming the contract to purchase WINS for $1,700,000 plus $400,000 in time commitments. Postponement was requested to give applicants opportunity to file amended petitions and give the FCC engineering and law departments time to prepare for hearing. Some of the original issues have now been threshed out inasmuch as answers were given the Commission during hearings July 23-24 (Br. P. 58, Aug. 20).

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## WMAL LATEST WASHINGTON STATION TO GET ON TELE BANDWAGON

The Evening Star Broadcasting Co., operator of Radio Station WMAL in Washington, D. C., has asked the Federal Communications Commission for permission to install a new commercial television broadcast station.

The application stated the proposed location for the station tower would be on the grounds of American University and the studios in an office building to be constructed in the District at a site yet to be determined.

Kenneth Berkley, general manager of WMAL, which is the Washington outlet of the American Broadcasting Company, said the television application called for an assignment on "channel 6," or a frequency between 82 and 88 megacycles. The station would be 3 kilowatts aural power and 4 kilowatts visual power. FCC said the application would be placed in the "pending" file with eight others for the Washington area.

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## NEW RADIOS GO FASTER THAN ONE A MINUTE IN FIRST N.Y. SALE

In forty minutes flat, seventy new radios were snapped up yesterday at a special counter in Hearns department store, Fifth Avenue at Fourteenth Street. Said to be the first to go on sale here since the end of the war, the small models were made in Cuba "quite a while ago," it was explained.

"The radios had been advertised in Sunday's newspaper and customers began arriving three-quarters of an hour before the store opened at 10 A.M. and stood quietly in line. At 10:40 A.M. the 'sold out' sign went up," the New York Times reported.

"The six clerks at the fifth floor counter said no questions were asked by buyers. It was rapid-fire merchandising, one to a customer, no deliveries. First in line was Rose Claire Leonard a stenographer, who remarked: "I really needed a radio."

"The electromatic AC-DC sets, priced at $27.30, according to an Office of Price Administration order a year and a half ago, were sold with a ninety-day guarantee.

"Edward Ehrlich, president of Electromatic Manufacturing Corporation, 88 University Place, said that its Cuban plant closed several months ago for lack of parts from United States contractors. Along with other radio concerns, he added, it has resumed production in this country and stores should get their first deliveries by Thanksgiving."

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## RCA OPENS BULGARIAN CIRCUIT; NEW TRAFFIC SUPERVISOR

Opening of the first direct radiotelegraph circuit between the United States and Bulgaria was announced last week by Lieut. Col. Thompson H. Mitchell, Vice President and General Manager of RCA Communications, Inc. The new circuit, extending between New York and Sofia, is available for private and commercial messages, as well as government and press traffic, at the new European rates of 20 cents a word, 13 cents less than pre-war rates.

Appointment of Harold E. Fulton to the post of Supervisor of Traffic Operations, RCA Communications, was also announced by Colonel Mitchell. Mr. Fulton was formerly Superintendent of the Central Radio Office, New York. N. R. Cherrigan, District Manager of RCAC in San Francisco, will move to New York to replace Mr. Fulton, and Harry E. Austin, District Commercial Manager, San Francisco, will succeed Mr. Cherrigan as District Manager in that city.

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RADIO HAS BIG PEACEMAKING CHANCE SAYS BBC'S U. S. CHIEF

"If the radio organizations of the world will take advantage of the technical advances in shortwave broadcasting and news reporting brought on by the war, we should embark on a postwar era in which radio will play as vital a role for the maintenance of peace as it has in the war against fascism," said William R. Reid, the BBC's Acting North American Director.

"After six years of front line broadcasting," continued Reid, "the BBC is happy to take off its battle dress. Proud of our wartime accomplishments, we look forward to fulfilling our equally important responsibilities in the postwar world. The BBC hopes that the wartime cooperation and collaboration between the great broadcasting organizations of the world will be maintained and expanded so that the powers of radio may be utilized to the fullest for lasting peace."

Expanding on his statement for collaboration between the radio organizations of the world, Reid declared that we will have gone a long way making radio a servant of the peoples' desire for peace when radio in all countries devotes some of its air time to programs about other nations.

The BBC executive, who before he came to the United States was Chief Executive Officer of the Malaya Broadcasting Corporation, reminded that at the United Nations Conference in San Francisco the BBC asked the delegates of the various nations to state their positions on what radio can do in the postwar world. "Their statements," continued Reid, "is a clear mandate to world radio leaders to make the fullest possible use of radio if the charter for peace is to be effective. The shooting has stopped. It is now for world radio leaders to harness radio in the service of mankind.

"The genius of those in radio who were able to devise the methods by which to help defeat fascism, will find the methods to help guarantee lasting peace," concluded Reid.

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LEW WEISS TO DO HONORS AT KALL, SALT LAKE CITY, PREVIEW

Lewis Allen Weiss, vice-chairman of the board of directors of the Mutual Broadcasting System and general manager of the Don Lee Broadcasting System will be the guest of honor next week of KALL brand new MBS station soon to open in Salt Lake City.

On Wednesday, September 5, Mr. Weiss will journey to Ogden where he will be greeted by the management of KLO, an MBS station and will address the Ogden Rotary Club. On Thursday following Weiss will participate in open house festivities of the new KALL studios in Salt Lake City. KALL will operate on 910 kilocycles with 1,000 watts power.

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## CBS PROMISES COLOR TELE IN ACTUAL USE BY END OF YEAR

In a talk last Sunday during the intermission period of the Columbia Broadcasting System Symphony program "Television -- Physical and Engineering Side" Dr. Peter C. Goldmark, CBS Director of Engineering, said:

"Our full energies are being put into the development of a new system of color television which we expect to demonstrate with actual broadcasting in New York City before the end of the year."

"The new ultra-high frequency color television system will also bring you black and white pictures, with more than twice as much picture detail as compared with the pre-war system."

"CBS...is developing two types of color receivers...for the benefit of set manufacturers. One...furnishes a picture approximately the same size as a page in Time magazine. The larger ...model will furnish an image...about the size of a full newspaper page."

It had been previously announced that Columbia would install a new ultra-high frequency television transmitter in the Chrysler Building in December, in newly-acquired space in the observation area on the 71st floor. The transmitter will broadcast television in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal will connect the transmitter to the laboratories at 485 Madison Avenue via the studios in Grand Central Terminal, 15 Vanderbilt Avenue.

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## WNAX, YANKTON, PREPARES FOR 60,000 AT "MID-WEST FARMER" DAY

WNAX, Cowles station at Yankton, S.D., is completing plans for their annual "Mid-West Farmer Day", where between 60 and 70,000 people from the five states, Iowa, Minnesota, Nebraska, and North and South Dakota, gather each Labor Day to pick the Typical Mid-West Farmer and honor all farmers in the area.

The United States Navy will co-operate with WNAX in this year's program. Among the ranking Naval officials who speak will be: Fleet Admiral William D. Leahy, Rear Admiral Joseph James (Jocko) Clark, one of the Navy's most decorated heroes, and Rear Admiral Harold B. (Min) Miller, 42, the Navy's youngest admiral. Governors of five states will be present. They and the visting admirals along with farm leaders will select the 1945 champion.

A number of gifts are made by Gardner Cowles, Jr., president of WNAX and head of the Cowles Broadcasting Company. Besides the all-expense escorted trip for the winning farmer and his wife, a tractor is also given to the winner. War bonds and wrist watches

are presented to the four runners-up and to the winning farmer. The four runners-up also receive rubber-tired trailers. Fourteen scholarships to colleges in the area are given each year to farm boys and girls, who specialize in home economics and agriculture.

The 1944 winning farmer and his wife were sent to Washington, D.C. where they were entertained by President and Mrs. Roosevelt. A similar plan calls for the 1945 champion to visit Washington, D.C. to meet President and Mrs. Harry S. Truman.

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OWI WANTS TO CLOSE; SUGGESTS STATE DEPT. TAKE OVER

Apparently disregarding a previous statement by its director Elmer Davis that it should be continued, the Office of War Information is reported to have recommended to President Truman that it be allowed to go out of business within the next 90 days and that the State Department continue any of its work that should be carried on. It is not known whether this includes the domestic branch which was established before the war. It operates the biggest pressroom for newspaper, radio correspondents in Washington. Commenting upon this, the Washington Post says:

"The imminent dissolution of OWI which Elmer Davis has said that he desires will leave a real vacuum in American foreign policy. With all its shortcomings, the agency has rendered invaluable service not only in carrying psychological warfare to our enemies but in carrying information to our friends.

"Since the presentation of this kind of information is a natural adjunct of foreign policy, it seems logical to have it conducted by the Department of State. OWI's outposts now established in neutral and allied countries all over the world could be attached to American embassies and legations and could operate through a special division or bureau to be created within the department at Washington. A recommendation to this effect, reportedly made to President Truman by OWI officials, seems altogether sensible."

OWI has a force of 5000 people but the Army and other Government services are expected to take care of these when the agency is liquidated.

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One of the difficulties to be overcome by our army of occupation in Japan will be restoring communications. Bad, by our standards, before the war, communications are probably hopeless now. Military people expect our Army will set up its own independent system--radio, telephone and telegraph, partly because of the language difficulty.

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FCC SAYS NOT BLUFFING ON 88-108 MC; FM SET-MAKERS WARY

There is still considerable shadow-boxing on both sides with the possibility of an early announcement by the Federal Communications Commission that Jan. 1 is the deadline in the warning to radio manufacturers not to turn out two-band FM (frequency modulation) receivers for use during the period required for the switch-over from the present place in the spectrum to the higher one assigned to it, 88-108 MC, in the reallocation program. Word comes from the Commission that it is not bluffing when as stated in Chairman Paul A. Porter's letter to R. C. Cosgrove, President of the Radio Manufacturers Association that it might terminate forthwith transmission in the old band should its wishes be disregarded.

At this writing Mr. Cosgrove has not replied to Chairman Porter's letter and it is not certain that he will since the Chairman's letter was in response to an inquiry by the RMA official. On the other hand the delay in the response if one was intended may have been caused by the death of Mrs. Cosgrove in Cincinnati last week.

Manufacturers and FM station operators and licensees have been slow in "sticking their necks out" but though not expressing themselves publicly are known to be vastly concerned about the situation.

Major E. H. Armstrong, inventor of FM, was quoted as saying that he had the money, tower and antenna ready for new-band operation of his Alpine transmitter but so far he hasn't had anything like an offer for immediate installation.

The general opinion seems to be that many radio manufacturers instead of defying the Commission and putting on both the old and new FM bands will either obey the order or lay off of either until there is a more definite idea when the new band will be in operation and then begin turning out sets with 88-108 MC bands only.

As to how long that will be transmitter manufacturers have apparently not been able to say. The Radio Corporation of America promises to turn out new FM transmitters in quantity six months after engineering standards have been decided upon. This announcement is expected to be made at the Commission this week. RCA will produce transmitters and receivers only for the one band.

Federal Telephone & Radio Corp. is pressing for equipment but is making no commitments regarding delivery dates. Federal hopes to have 1 kw and 3 kw transmitters ready early next year and 10 kw transmitters a little later.

Western Electric while doing everything possible to meet the situation is making no promises. General Electric plans to fill standing orders with 250 w transmitters, adding step-up units as rapidly as possible until specified power is attained.

Radio Engineering Laboratories will have converters for delivery well in advance of new transmitters. They anticipate their transmitters will be first on the market, since they will devote their efforts to exclusive manufacture of FM equipment.

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RMA PROMISED PROMPT PRICE ACTION AT WHITE HOUSE CONFERENCE

OPA price action this week is in prospect to permit reconversion production of the radio industry to begin. Assurances of immediate review by OPA of its basic 1942 "hold the line" price policy was given at a White House conference last Thursday, of RMA representatives with Director John W. Snyder of the Office of War Mobilization and Reconversion. Telegraphic action followed immediately by OPA to secure data on component prices, and OPA officials stated that they hope to announce at least temporary price action, to permit civilian production, this week.

The basic OPA policy--1942 price levels--was declared unworkable and impossible for the radio industry at the White House conference. Nearly an hour was given by Director Snyder to the RMA group. This included Chairman A. S. Wells of the RMA Industry Reconversion Committee; M. F. Balcom of the OPA Tube Industry Advisory Committee and Robert C. Sprague of the OPA Parts Industry Advisory Committee.

James Rogers, Deputy Administrator, stated that the March 1942 price policy had been carefully developed, reviewed and approved, to "hold the line" against inflation. He stated that the basic OPA formula would be reviewed immediately in view of the industry leaders' representations that it was impossible for either set, parts, tube or cabinet manufacturers generally to manufacture under the March 1942 price restrictions.

Director Snyder was told by RMA Executive Vice President Bond Geddes that the industry was unable to proceed with civilian production, with more than 200,000 employees laid off last week following extensive military contract cancellations, and that component manufacturers generally could not produce under the basic OPA price policy and were refusing to fill or even accept orders.

The industry group stated that the basic OPA policy of holding prices to 1942 levels was impossible in radio production, as the OPA price basis excludes many "fringe" costs, and would not enable parts, tube or cabinet manufacturers to recover actual production costs. The basic OPA 1942 price policy was criticized by the industry group as unworkable and impossible for the radio industry. They asked that "fringe" costs, excluded under the OPA basic policy, be included and that manufacturers be permitted to at least recover actual production costs.

OPA officials subsequently indicated that temporary or interim prices on radio parts probably will be departmentalized rather than be industry-wide due to the wide variation in costs increases reported by various parts manufacturers. Thus the "increase factor" may be higher for one radio part than for another. Officials also predict that the percentage increases allowed will be minimum and subject to adjustment for hardship or unusual cases.

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RFC ELECTRONIC RESEARCH SUPPLY BEGINS TO LIQUIDATE

The Reconstruction Finance Corporation Monday announced the beginning of the liquidation of Electronic Research Supply Agency. This operation, as of August 1, had earned a profit of $153,853. It is expected that this profit will be more than adequate to absorb any liquidation losses and the final profit will inure to RFC.

Maurice S. Despres, managing director of the Electronic Research Supply Agency, who has had many years' experience in the radio business, is president of Dale Distributing Co., Inc., of New York City, and a director of Admiral Corp., radio manufacturers of Chicago. The assistant managing director of ERSA is Walter Endel, merchandise manager of the radio and appliance division, Michaels Brothers, Brooklyn, N. Y. Adolph Gross, president of Newark Electronic Co. of New York City, was the general purchasing agent for ERSA.

The agency served only government laboratories and those organizations approved by the Army, Navy or OSRD. Organizations served were urged to call upon ERSA's facilities only after they had exhausted all other sources of supply. Approved organizations had the option of ordering directly from ERSA or through regularly established vendors.

During theperiod of operation, ERSA filled a total of 27,537 separate orders for critical electronic components. An average of approximately six items made up each order. A total of 720 organizations, nominated by the Army, Navy and OSRD, were served.

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BILLIONS IN RADIO COMMUNICATIONS SURPLUSES TO BE SOLD

Between $3,000,000,000 and $5,000,000,000 in new and used electronics and radio communications equipment, produced for the armed forces, will be disposed of by approximately 225 radio manufacturers throughout the nation, the Reconstruction Finance Corporation announced in Chicago last week.

The RFC said the radio and electronics manufacturers will make repairs, tests and modifications before the equipment will be offered for commercial use.

Included in the equipment will be several thousand "walkie-talkie" sets, which the RFC said would be adaptable for use by police and fire departments, railroads, in golf tournaments and for protection of property.

Other devices include mobile radio communication units, field telephone sets, radar devices, bine detectors, code practice sets and radio direction finder units. Very few of the items will be sold in their original form, the RFC stated.

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BELIEVES RADIO'S NEXT TWENTY-FIVE YEARS WILL BE EVEN BETTER

"Radio's development in the next five years will far exceed that of its first quarter century of existence," declared Maurice B. Mitchell, WTOP Promotion and Publicity Manager, in a talk before the Washington Optomist Club last Wednesday.

Mr. Mitchell pointed to developments in FM, television and facsimile as the radio developments which will come into wide public use within the next few years, and urged that the fullest social and economic use be made of them.

"FM broadcasting will give the listener everything he gets from his present-day radio, plus greatly improved quality of reception," Mitchell declared. He described the arrangements under which it is expected the transition from AM to FM will take place.

Mr. Mitchell described CBS color television and told the group that intensive research is now under way to make this advanced type of transmission available to the general public as soon as possible.

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QUISLING BROADCASTS USED TO HELP HANG HIM

Quisling, the Norwegian traitor, received the shock of his life when recordings were played back of broadcasts he had made extending the glad hand to the Germans to Norway in April 1940.

Quisling listened intently as his own voice boomed back through the courtroom announcing the formation of the government that welcomed the Nazi invaders.

The recordings apparently had been made by Allied or Norwegian patriot listening posts at the time.

At the end of the first recording, Quisling said: "There is no doubt it is my speech."

## NORTH EASTERN STATES WELCOME ADDITIONAL FM CHANNELS

There was an enthusiastic response from the Northeastern States when it became known that additional facilities for frequency modulation broadcasting in that densely populated section had been provided by the Federal Communications Commission in the revised summary announced last Friday of its rules and regulations for the operation and development of this high fidelity radio service.

No reservation was made of FM channels for full allocation, and no provision was included in regard to program duplication in the rules now being formulated. The final draft of these rules will be issued soon.

The commission withdrew its earlier proposed reservation of twenty FM channels, and the requirement of at least two hours of independent programming of every FM station owned by an amplitude modulation licensee.

In regard to multiple ownership, the rule, as stated on June 27, was confirmed, providing that no person can own more than one FM station in the same community, nor more than one anywhere except upon proper showing, and not more than six under any circumstances.

No rule is being adopted on ownership of FM stations by present AM licenses, and on "booster" stations, applications for which will be considered on their individual merits.

All FM stations will be licensed for unlimited time operation and at the start will be required to operate a minimum of six hours per day.

As provided under the commission order of June 27, FM stations will be permitted to transmit simplex facsimile (images only--without the sound) during the hours not required to be devoted to FM aural broadcasting. Provision will also be made for experimentation with multiplex transmission of facsimile and the aural broadcast program.

The chain broadcasting regulations now in effect are to apply to all types of broadcasting stations.

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## MRS. R. C. COSGROVE DIES

Mrs. Cosgrove, wife of R. C. Cosgrove, vice-president and general manager of the Crosley Radio Corporation, and president of the Radio Manufacturers Association, died in Cincinnati last Thursday according to advices received by Bond Geddes, RMA Executive Vice-president. The funeral was held Saturday. Mr. Cosgrove was to have headed the delegation of radio manufacturers who conferred at the White House with President Truman Thursday, but was prevented from doing so by the illness of his wife.

## U. S. EXERCISED CENSORSHIP WITHOUT CURBING PRESS AND RADIO

(For release Thursday, Aug. 30, 1:30 p.m. EWT)

Byron Price, who headed the Office of Censorship, and last week broke all records disbanding that organization said in special address over WOR-Mutual to the Junior Chamber of Commerce celebrating "Radio Week":

"From an ill-considered censorship free speech has most to fear in wartime; but I think we have demonstrated in the war just ended that all necessary censorship can be maintained without any encroachment whatever on the freedom of the press, the radio or the individual to express convictions, debate public issues, including war issues, and criticize the government as severely as may be desired. In so far as war controls are concerned, press and radio are as free at this hour as they were four years ago today.

"Again let me remind you that this result was not attained by accident or predestination. It was attained because editors and broadcasters were willing to cooperate loyally and effectively with their government in the one vital endeavor of restricting dangerous military information. It betrays no secret to say that if the experiment of voluntary compliance had failed, advocates of compulsion were ready to take the field without a moment's delay. Radio stood in special jeopardy because it was talking day and night to listeners outside our borders. But there was no lack, either, of those who wanted a law which would put a censor into every newspaper office in the land. Had press and radio been less vigilant, had the advocates of compulsion been supplied with the evidence of failure they were seeking and expecting, this nation would have plunged overnight into a surpassingly bitter dispute over free speech, with national unity the one sure casualty. But the faith was kept, the incident did not occur."

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## BRITISH RADIO INDUSTRY CARRIED ON EVEN IN PRIVATE HOMES

The British radio industry, scattered all over the isles, even to private homes and garages to escape the blitz, mushroomed during the war years to five times its peace output.

The Ministry of Aircraft Production disclosed details today to the Associated Press of the desperate early days of the war when radio and radar equipment was drawn directly from production lines and rushed to waiting fighter planes.

Large manufacturers were the prime producers, but millions of parts came from small firms and groups such as old soldiers at the Earl Haig Home who turned from paper poppies to making parts for radio condensers. More than 665,000 rectifiers were constructed in an outbuilding behind Queen Mother Mary's wartime home at Badminton, Gloucestershire.

## SCISSORS AND PASTE

### Radar Preventitive Puzzled Germans
(Vernon Noble, NANA, in N.Y.Times)

July 24, 1943, is a notable date in air history. It was on that night during the battle of Hamburg that the RAF tried for the first time under operational conditions a method of combatting the enemy defenses that was immediately successful. It was the simplest device ever invented for interfering with radar detection and it went under the code word of "window."

The Germans were taken by surprise. The losses of aircraft were the lowest for any heavy attack made on Germany up to that time.

As well as bombs, the bombers carried a strange cargo. They took bundles of metalized strips of paper. These were opened during the flight and their contents were scattered. The whole of the enemy's defense system was reduced to muddle.

Listeners to the German fighter controllers heard uncoded messages sent out in bewildered and exasperated tones. They heard such remarks and orders as: "Many hostiles, many hostiles, flying singly." "I cannot control you. Try without your ground control." "Break off contact. Hostiles are reproducing themselves." "Everything has gone wrong."

The German Air Force was in a predicament, and its staff and scientists were called in to determine the reason and to find an antidote.

No less puzzled than the German pilots and ground control staffs were the civilians who picked up these lengths of metalized paper in the streets and fields. The rumor got around the countryside that the strips had been dropped by aircraft to poison cattle, and policemen--wearing rubber gloves--went sent out to pick them up.

The German people soon realized that the strips were harmless once they had landed, because later that year they collected them to decorate their Christmas trees.

Scientists had appreciated for a long time that a cloud of metal strips would provoke responses in radar stations similar to those from aircraft. The fact that fifteen months had elapsed before the system could be put into effect indicates that it was by no means a simple business.

When brown paper parcels began to arrive on bomber airfields and were taken into each aircraft, there was great speculation as to what they contained, and secrecy had to be observed. When crews were first briefed on the use of "window," some of them were a little skeptical; it was just one more "gadget," just one more job to be done--and a strange kind of job, too, scattering strips of paper over enemy territory. But that attack on Hamburg won over the doubters.

The strips were thrown out when it was known that the enemy's radar would be "viewing" the aircraft. Many thousands had to be carried, and a problem that had to be solved was how to reduce the weight without interfering with the results.

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## Ohio Gets TV Censorship Bill Before it Gets TV
(Stanley Anderson, Radio Editor, "Cleveland Press")

State Senator Emil A. Bartunek of Cleveland, has teamed up with Lawrence A. Kane, a fellow senator from Cincinnati, to introduce a television censorship bill (SB 316) at Columbus. I submit, ladies and gentlemen of the radio audience, that this is really something to think about.

The present status of the bill is that it has been referred to the taxation committee, of which Senator Kane is chairman. Word from Columbus suggested that no hearing will be given this week. Also, the informant expressed the opinion that it will have to have strong pressure behind it to get through both houses, inasmuch as it is being handled at such a late date.

While it may be late in the legislative season, it is probably the first attempt in America on the part of public officialdom to handcuff television to the same type of bluenose law that has interfered with the movie industry in this state for years.

Reporting to its readers on SB 316, Variety said: "It would require every program, whether film or script show, to be reviewed by the state board before television presentation to Ohio audiences would be allowed."

Questioned today, local radio executives--men with the future of television constantly in mind--said that such a bill is "a physical impossibility," since most televised shows undoubtedly will be network presentations.

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## FCC Due to go Through the Wringer
(Jerry Klutz in "Washington Post")

Federal Communications faces an uncertain two months. Its appropriations for war work--which represents more than half of its money total--are to be cut off 60 days after the cessation of hostilities. This provision is carried in its appropriations act which makes it law. The war appropriations are for such units as Radio Intelligence and Foreign Broadcast Intelligence. FCC will ask Congress for an extension of authority and funds to continue these operations indefinitely. About 650 employes, about half of FCC's total, are engaged in war work. But even if Congress refuses to extend the life of the war functions, it's anticipated that many of the 655 employes will be kept on the rolls. They will be transferred to expanding peacetime work of the commission which will be heavier than prewar activities.

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## Princess Elizabeth and the Radio
(Wm. W. White in "Life")

Princess Elizabeth, who may be the next Queen of England, has, so far, made two radio talks (her voice is identical with her mother's) and a dozen speeches, and has never fluffed once. She is inclined to be nervous at first--as shown by heightened color in her cheeks--but she quickly finds her ease.

## TRADE NOTES

Paul A. Porter, Chairman of the Federal Communications Commission, speaks on "Post-War Radio Horizons" during the intermission period of the Columbia Broadcasting Symphony program next Sunday, September 2 (WABC-CBS, 3:00-4:30 PM, EWT).

Chairman Porter, who was to have opened the series, will discuss the prospect of the "walkie-talkie" sets that may be used for personal communication -- the feasibility of that type of operation, the size of the units that will be used, and licensing requirements for such a service. The use of radio for railroads both as a safety device and in traffic operations, will also be examined.

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Manufacturers of products covered by the general scheduling order, M-293, are no longer required to file monthly operation reports or order boards unless specifically directed to do so, the War Production Board said Monday.

This includes revocation of Table No. 9 of the WPB Radio and Radar Division.

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The report of the American Cable and Radio Corporation and subsidiaries for the first six months of 1945, issued Monday by Warren Lee Pierson, President, shows a consolidated net income of $1,390,052 after all operating expenses, maintenance, depreciation and provision for taxes. This compares with a consolidated net income of $1,264,369 in the six months to June 30, 1944.

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The dry cell battery industry has been producing at capacity and beyond during the war, so the revocation of its War Production Board order will not increase production. In the next few months it is expected that some 125,000,000 cells (including those for radio and hearing aid batteries) will be made. After this supply has satisfied civilian demand, production probably will level off.

Although distribution may be unequal in some parts of the country for a little while, WPB said the total supply for civilians is more now than during the pre-war period.

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A pocket-size radio-telephone for civilian use, which will be about six inches long, weigh about a half a pound, cost about $25 and will be effective for distances up to three miles, will be placed on the market within six months, Richard Mahler, general manager of the Harvey-Wells Communications, Inc., told the United Press at Southbridge, Mass. last week.

The Federal Communications Commission, he said, has given approval for the instrument provided the owner signed certain papers guaranteeing it was for his personal use.

The pocket-size radio, he said, would operate on a band of from 460 to 470 megacycles. To talk to a friend, Mahler said, a phone owner would merely tune in on the friend's wave length.

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National Union Radio Corporation -- Six months to June 30; Loss from operations amounted to $74,828.

Stewart-Warner Corporation and subsidiaries -- Six months: Net profit, $1,260,807, compared with $1,733,197 for last year's period. After setting aside $400,000 for plant rehabilitation, a balance of $860,807, equal to 68 cents a capital share was carried to earned surplus, against a balance of $1,133,197 or 89 cents a share carried to earned surplus last year. Unfilled orders on June 30, last, approximated $45,000,000, compared with a backlog of government orders of $54,000,000 on Dec. 31, 1944. Shipments for this year's period were about 25 per cent less than in same period of 1944.

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A midget television receiver approximately 5 by 7 inches to be marketed at $100 or less was exhibited by Irving Kane, president of the Viewtone Company of 203 East 18th Street in N. Y. last week. The television line of the concern also included a "console" type of receiver to which either a 5-by-7-inch or 10-by-12-inch screen may be adapted. The cost of this model is tentatively set at $175.

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That during the war, Philco research scientists and engineers developed 48 different radar systems for the Army and Navy, and the Company's production of radar equipment totaled well over $250,000,000, was revealed here by John Ballantyne, president of Philco Corporation.

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Last fall, at the battle of Suriago Strait, the captain of a destroyer leading a column of destroyers was on the bridge when the enemy fleet was sighted and action was begun. The commodore of the destroyer force was in the CIC, watching the radar screens and plots. It was a spectacular surface battle at fairly close range, and the gunfire and the blaze of Japanese ships which had been hit mad made an unforgettable spectacle.

"Come up here, for the sight of your life!" the captain called down to the commodore.

Replied the commodore: "No, thanks. I can see it better from here."

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Radar will be given a major peacetime role in weather forecasting and detection of storms and hurricanes, Maj. Herbert H. Swasey, Army weather officer, said in Miami last week.

Electronic equipment was used during the war for such work but further development is needed for hurricane detection, he added. Army meteorologists can tell with present equipment if an approaching disturbance is a thunderstorm, and can detect a hurricane, but not in time to give adequate warning.

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The first non-breakable, high fidelity phonograph record for home use has been developed by RCA Victor, climaxing 11 years of research work in this field. A flexible disc made of synthetic plastic material, the new record, which greatly reduces surface sound, will make its initial appearance in October.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF SEPTEMBER 5, 1945



No. 1695

September 5, 1945

FCC COMMISSIONER JETT PRAISES FM; EXPLAINS IT TO PUBLIC

One of the clearest explanations of FM that has yet been made to the listening public was broadcast over CBS recently by E. K. Jett, of the Federal Communications Commission. Although Commissioner Jett is an engineer he avoided technical terms and, judging from the favorable comments received, was very successful in enlightening his listeners. Mr. Jett said:

"Within the not so distant future - probably within the first two or three years of the post-war period on which we are now entering - large numbers of the American public will be able to take advantage of a remarkable new system of broadcasting called FM - Frequency Modulation. Credit for this development belongs to Professor Edwin H. Armstrong of Columbia University who describes his invention as 'a method of eliminating static in radio by means of frequency modulation'. Other American scientists and engineers, including some who developed Radar, which enables us to see through clouds and fog, have also contributed to the present state of development of this vastly important and interesting new kind of broadcasting.

"I imagine that most people, who have come to depend upon radio for so great a part of their news and entertainment, have heard something about FM. Some of you probably have heard FM programs, and are able to judge for yourselves the advantage of this system of broadcasting over AM, or Amplitude Modulation, which is the term for the present standard broadcasting service, now in general use. At present there are about 50 FM stations on the air. These stations are the pioneers in this new development of radio science - and they have already demonstrated - at least from the engineering point of view - that the new system of FM broadcasting is sound and reliable. Within two or three years, it is expected that some 500 FM stations - ten times the present number - will be serving the American radio public.

"FM broadcasting lies in the realm of the very short waves. Transmission will be on wave-lengths much shorter than any of those now used for general broadcasting to the public. Naturally, FM involves the use of a new type of receiver. Therefore the great majority of radio receiving sets now in use, that is, those which do not include the FM receiving band, will not be able to pick up FM broadcasts. FM also involves the use of new transmitters by the broadcasters. Whereas the older broadcasting sites usually are in low, marshy land or open fields, the new FM transmitting towers and antennas will be placed on top of high buildings or hills.

"Because of its high fidelity characteristics, FM will be greatly appreciated by musicians and artists who present the programs, as well as music lovers the world over, who receive the programs in their homes. But perhaps the most obvious advantage of FM over AM, the present broadcast system from the listeners' standpoint, is FM's freedom from noise and static. Most of the cracklings and poppings, due to man-made interference, electrical storms and other natural causes, that often annoy listeners to AM broadcasts, will be eliminated by FM.

"A second and closely related advantage of this new system of broadcasting is the freedom of interference from other stations which operate on the same or adjacent channels. Except in rare cases interference will not be experienced within the service areas defined by the Federal Communications Commission, from stations located in the same or other cities. The service areas of FM stations will be greater than those of existing AM stations. Persons residing in urban and suburban areas and for a considerable distance beyond, will enjoy excellent reception from all stations in their locality. In many cases persons residing in remote rural areas who have difficulty in receiving AM stations will get good reception from FM stations which are located on mountain tops.

"The logical result of these features of FM broadcasting is that a great many more broadcasting stations can be built. At present there are 900-odd AM stations in the United States and there are demands for many more. The principal reason that the Federal Communications Commission has been unable to grant licenses for more AM stations is that all of the available channels are being used in most localities. With FM broadcasting, it will be possible to license more stations in a given locality. Indeed, it is believed that, by careful planning, several thousand FM stations can be authorized in this country. Furthermore, since the range of FM stations is not increased at night, as in the case of AM stations, it will be possible to utilize the same channels in all countries without mutual interference.

"Of course, just how rapidly FM broadcasting develops will depend on how rapidly you, the listeners, accept this new method of program transmissions. While I hesitate to make predictions concerning the speed with which people will shift from AM to FM, I venture the guess that within four or five years after production begins, at least half of the homes of America will be equipped to receive FM broadcasts. It is also my opinion that, in the densely populated metropolitan area, FM eventually will replace local and regional AM reception. However, the high-power clear-channel AM stations must be retained throughout the years to serve remote rural audiences which cannot get good reception from FM stations.

"During the transition period from AM to FM most of the receivers offered for sale to the public will incorporate both systems of broadcasting. The added cost for the FM feature will not be great - perhaps no more than you have been accustomed to pay for the short-wave international broadcasting range in your existing pre-war receiver. It is, therefore, to your advantage to obtain a combination set which will receive both AM and FM when the new models appear on the market. If your present receiver is in good condition you may wish to consider purchasing an FM adapter, or a receiver capable of FM reception only. In any event I feel that more and more American radio listeners are going to want to know just what FM is; how it differs from the present AM system of broadcasting; and what effect its increasing use is going to have on radio service and programs throughout the country.

"The vast possibilities of frequency modulation broadcasting offer a clear challenge to American broadcasters and American listeners. The broadcasters assure us that, under FM, we shall continue to get our favorite programs - and perhaps to enjoy them more than ever - since reception will be considerably better. More than that, we shall be offered an even greater variety of programs as a natural outgrowth of the tremendous increase in the number of stations and the number of services possible with FM. This increase means an opportunity for even wider discussion of public issues than we now enjoy. In short, it appears that FM provides one very important means of vastly improving the service of radio throughout the United States, to all the American people."

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RCA RESTORES DIRECT RADIOTELEGRAPH CIRCUIT WITH TOKIO

Direct radiotelegraph communication with Tokio, suspended since December 7, 1941, was restored at 7:00 A.M. last Thursday by RCA Communications, Inc., in New York, it was announced by Col. Thompson H. Mitchell, Vice President and General Manager. He said resumption of service in Tokio was under the direct supervision of the United States Army Signal Corps, and for the present the circuit would be available only for government and press messages.

At the same time, Colonel Mitchell announced that RCA Communications was authorized exclusively to receive and distribute to American networks broadcasts transmitted to this country from Tokio stations, which have been taken over by the Signal Corps. It was expected that service with Tokio would be extended shortly to include EFM (military personnel) messages and Prisoners of War messages.

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PORTER TO SPEAK AT ASSOCIATED COAST TO COAST NET DEBUT

High point of Associated Broadcasting Corporation's network inaugural ceremonies will be a two hour program 2:00-4:00 PM CWT, from Washington featuring Paul A. Porter, chairman of the FCC. Mr. Porter will open the network with an address dedicating the new coast-to-coast system to public service. Other details of the opening include talks by nationally known public figures; music by the United States school of music band and chorus, composed of 100 musicians and 40 voices; the Army Band from Fort Myer, Va.; the SPARS band from the WWDC studios; and a half hour variety program from Hollywood.

Plans have been completed by Leonard A. Versluis, president for the first affiliate meeting of the stations identified with the Associated Broadcasting Corporation in Grand Rapids, September 7 through 9th. Meeting will be for the purpose of discussing program structure for the network, as well as sales and promotional plans.

Those expected to be present are R. C. Embry, representing WLEE Richmond, and WITH Baltimore; Howard Johnson, KNAK Salt Lake City; L. W. McDowell, KFOX Los Angeles and Long Beach; Miss Helen Mobberly and Ira Walsh, WWDC Washington; Edward Hoffman, WMIN Minneapolis; Roy Albertson, WBNY Buffalo; A. G. Meyer and F. W. Meyer, KMYR Denver; James Hopkins, WJBK Detroit; Myles Johns and Michael Henry, WTMV St. Louis; Ken Church, WCKY Cincinnati; W. S. Pote, and Fred Randy, Larry Flynn, WMEX Boston; and Jerry Akers, KSAN San Francisco.

The executive staff will be augmented by the arrival of John Whitmore, Eastern Division Manager, John Hopkinson, Central Division Sales Manager, and Van C. Newkirk, Vice-President in Charge of the West Coast.

The network also announces the appointment of Miss Mary Ellen Ryan as Traffic Manager and also will handle publicity for the West Coast Division of Associated. Miss Ryan formerly was connected with Don Lee Broadcasting System as assistant to Director of Publicity and Promotion Department.

Construction of new and expanded executive offices for Associated Network is well under way and rapid progress indicates that the organization will move into their enlarged quarters in Grand Rapids by September 10th.

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Farnsworth Television & Radio Corp. earned $251,901 or 18 cents in 3 months ended July 31 vs. $276,654 or 19 cents a year ago.

RULE WOMEN D.C. WORKERS EXEMPT FROM 8-HOUR LAW

The District Commissioners have approved a decision of Corporation Counsel Richmond B. Keech that the District of Columbia's (Washington, D.C.) eight-hour law for women does not apply to broadcasting companies, thus reversing an opinion approved last year by the Commissioners applying the law to the Capital Broadcasting Co. which operates Station WWDC.

Six local stations, which submitted briefs contending they were not covered by the law, have been notified of the decision.

The original decision holding the Capital Broadcasting Co. responsible for the provisions of the eight-hour law was approved by the Commissioners on August 11, 1944. On May 22 of this year the Minimum Wage and Industrial Safety Board, during a meeting with representatives of the broadcasting companies, agreed to withhold action against any company until briefs had been filed with the corporation counsel.

This new decision of Mr. Keech agreed with the companies that radio broadcasting was different from telegraphic operations, which are covered by the law.

"This office," Mr. Keech said, "is impressed with the argument, not heretofore considered, that the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business.

"While telegraph and telephone companies are engaged in the transmittal of messages, the broadcasting business is akin to a combination of newspaper work and theatrical work, in that news is gathered and entertainment acts assembled for wide public dissemination, which brings into millions of homes that which the public receives otherwise through the medium of the theater and the press."

Mr. Keech added "the very fact that the broadcasting business was entirely unknown at the time of the passage of the female eight-hour law might, of itself, be persuasive that Congress could not have intended to include it in the use of the terms employed by the act."

The Washington stations affected by the ruling, besides WWDC, are The Evening Star Broadcasting Co. (WMAL), the WINX Broadcasting Co., the Cowles Broadcasting Co. (WOL), the Columbia Broadcasting System (WTOP), and the National Broadcasting Co. (WMAL).

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The RCA Music Library Service has added recorded music from the National Broadcasting Company's extensive Thesaurus Library, listing more than 4,000 titles, to its current catalogue of records available for industrial sound system broadcasting.

## PHILCO PLANS LONGEST PRODUCTION LINE FOR $1,000,000 PLANT

With special ground-breaking ceremonies, John Ballantyne, president of Philco Corporation, last week in Philadelphia officially marked the beginning of work on an ultra-modern plant which he said will feature the longest continuous radio production lines in the world.

"The new plant will contain 300,000 square feet of floor space, will cost upwards of a million dollars, and will provide eight parallel conveyor lines for high-speed manufacture of console radios and radio-phonographs," Mr. Ballantyne stated.

It will cover the entire block from Westmoreland to Ontario at C Street and will adjoin the main Philco plants in Philadelphia.

"Philco engineers have designed many new features for this plant, which will include three floors and a mezzanine," Mr. Ballantyne pointed out. "All materials will flow into special receiving and inspection areas on the first floor. Production will start on mechanically conveyorized moving assembly lines at the north end of the building on the third floor. Completed chassis will be assembled with cabinets and such parts as record-changers on moving lines which extend for about 500 feet along the second floor. Finished consoles and radio-phonographs will be loaded on freight cars at a siding beside the north end of the second floor."

A novel U-shaped pattern for the flow of production through the top two floors of the new plant will make possible continuous movement of materials through the various assembly operations. Testing and inspection will be streamlined, with such features as a central "cage" for piping test signals of various frequencies, AM and FM, to positions along the production lines. New test equipment containing improvements developed by Philco engineers who did wartime radar research will assure the high quality performance and tone of new consoles and radio-phonographs manufactured by the world's largest radio manufacturer.

Assisting Mr. Ballantyne in the ground-breaking ceremony were William Balderston, vice president in charge of operations, and Joseph H. Gillies, vice president in charge of radio production for Philco.

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## B & O ORDERS RADIO PHONES

The Baltimore & Ohio Railroad has placed an order for radio telephone equipment with the radio division of the Bendix Aviation Corporation, the carrier announced yesterday. The new equipment will be placed in the Baltimore & Ohio yard at New Castle, Pa., and is expected to be in operation by Oct. 1.

SURRENDER ANOTHER BIG BREAK FOR RADIO; PEAK AUDIENCE

The capitulation of the Japanese to General MacArthur last Saturday night was one more lucky strike for broadcasting. The man with a radio set was taken right aboard the Battleship Missouri and heard everything in connection with the signing of the surrender papers plus the addresses of President Truman, General MacArthur and Admiral Nimitz.

The listening audience was one of the largest ever to tune-in on a program in the Capital in the opinion of Bryan Rash, director of special features of WMAL, American Broadcasting Company outlet in Washington.

Telephone officials said at 9:30 p.m., when the program began, that calls dropped sharply and did not become normal again until the broadcast was over.

The telephone switchboard of The Washington Star, a good barometer of Washington's interests, reported only one incoming call while the actual signing was being broadcast.

Due to atmospheric and other conditions the broadcast itself was not as impressive as might have been expected. For one thing the announcer aboard the Missouri, no doubt having plenty of troubles of his own, was obliged to speak in such low tones to keep from interrupting the ceremony, and talked so fast that at times it was impossible to understand what he was saying. "Must be Japanese" one listener remarked.

General MacArthur proved to be a good speaker, though his talk seemed a trifle long drawn out for the radio. Admiral Nimitz was briefer. President Truman seemed a little more at ease at the microphone than in previous appearances. However, all the speeches would have stood some editing and the account of the ceremonies read better in the paper the next day than they sounded over the air. Television would have helped a lot in that particular event.

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NBC has had printed and is distributing the statement made by Niles Trammell, president of NBC, before the FCC recently. Titled "Commercial Rules and Regulations for FM Broadcasting" the pamphlet carries this introduction:

"NBC feels certain that all concerned with new developments in the field of broadcasting are interested in the network's attitude toward Frequency Modulation.

"No exposition could be more clear than the testimony of Niles Trammell before a recent hearing of the Federal Communications Commission. It is reprinted for convenient reference."

CONGRESS TO END WAR TIME; TRUMAN FOR STATE TIME CONTROL

One of the first things to be put up to Congress when it reconvenes today (Wednesday) will be to abolish war time. An act of Congress is necessary to restore the clocks to the one hour earlier time prevailing before the war. President Truman is expected to include this recommendation in his message to Congress today. Stating that war time is no longer justified as a power and fuel saving measure J. A. Krug of WPB said that on a national basis war time has made possible a saving of 1,500,000 kilowatt-hours in the power load.

President Truman believes the matter of regulating time should be given back to the states. For the sake of uniformity Congress may seek to continue to hold the power. Says the Washington Post:

"Ultimately, therefore, Federal control over time may be found desirable to provide for uniformity among the official clocks in each of the Nation's four time zones. This would not necessarily mean that factory and white collar workers, merchants, service tradesmen and others who desire to start and end their labor an hour earlier in summer time could not do so. It would mean only a general shifting of starting and quitting times with the change of seasons in place of the legal self-deception of making our clocks say 12 noon when the sun is still an hour away from high meridian."

Detroit has already kicked over the traces by declaring it was going back to standard time regardless. Numerous bills are pending in Congress calling for war time repeal.

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RADIO NOT OLD ENOUGH TO CEASE PIONEERING SAYS BBC HEAD

Appraising the post-war situation William J. Haley, Director General of the British Broadcasting Corporation said:

"The BBC must not cease to innovate..Listeners will be tolerant towards experiment (even though not always successful) for it is only out of ceaseless experiment that still better broadcasting will come. Radio is still a new art. Twenty-two years is no time in which to cease to be pioneers.

"The BBC promised listeners well over a year ago that whenever VE day came it would within ninety days thereafter take the first step towards a return to normal broadcasting. On Sunday, July 29, VE plus 82, the BBC made good that promise. From then on listeners in the United Kingdom will have at their service ten wavelengths, against the twelve they had before the war. Technicians have studied the best use to which these wavelengths can be put, benefiting the greatest possible number of people. The BBC has served the nation at war. It will do so as resourcefully, as energetically, and as imaginatively through the years of peace."

FCC STATES POLICY FOR PROCESSING FM APPLICATIONS

Moving toward an expeditious processing of the large number of applications on file for new FM Broadcast Stations throughout the United States, and to effect procedures for shifting of existing FM stations to the new band of frequencies (92 - 108 mc) assigned to this service, the Federal Communications Commission Tuesday announced that it was sending letters to present holders of licenses and of construction permits and to pending applicants for new FM stations. The Commission announced that procedures relating to Television, and Developmental and Non-commercial Educational FM stations would be announced at an early date.

Three types of letters are being sent to FM licensees, permitees and applicants as follows:

1. Existing licensees, 46 in number, are being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than December 1, 1945, and regular program service by January 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

2. Present holders of outstanding construction permits, 7 in number, are being asked to file current financial and ownership data. After the receipt of such information, the Commission will issue to each permittee a modification of his construction permit for a specific operating assignment in the new band which will require that equipment tests commence no later than January 1, 1946, and regular program service by February 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in these modified construction permits. Accordingly, operation will be permitted with less power until such time as materials and equipment are available.

3. Other applicants.--Pending applicants for new FM stations--approximately 500 in number--and persons who intend to file applications are asked to file their applications or bring them up to date as soon as possible before October 7, 1945. This will enable the Commission, after October 7, 1945, to make as many grants as would be consistent with the availability of frequencies and other public interest factors. Recognizing the difficulty that applicants may have in submitting complete engineering information by such date, the Commission's procedure contemplates the granting of a substantial number of FM applications conditionally subject to the filing of such data at a later time.

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## CBS POST-WAR CAPITAL RADIO WORKSHOP CONVENES

A 10-day radio post-war workshop conference for District of Columbia school teachers opened Tuesday at Wilson Teachers' College in Washington, D.C.

Under joint sponsorship of the Columbia Broadcasting System, District public schools, and Station WTOP, the workshop will instruct teachers in radio script writing, production, and other aspects of radio education, and tell them how to utilize it in the school classroom.

Among those who will participate will be Dr. Lyman Bryson, CBS Director of Education and Civic Affairs, Carl J. Burkland, general manager, WTOP; Martin D. Wickett, program director, WTOP; Bill Henry, CBS World News staff; Clyde M. Hunt, WTOP chief engineer; Roy Passman, manager of program operations, WTOP; Mrs. Elizabeth Grove, director, script division WTOP.

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## WEISS OF DON LEE TO SERVE ON L. A. RECONVERSION COUNCIL

Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, has been named a member of the Citizens Reconversion Council of the Los Angeles Chamber of Commerce. The council was created to help speed reconversion of business and industry to peacetime operation.

Mr. Weiss and Willet H. Brown, vice-president and assistant general manager of the network, will attend the meeting of the Board of Directors of the Mutual Broadcasting System in New York September 10 and 11. Following the meeting, Brown and Weiss will return by way of Washington, D.C.

En route to New York Mr. Weiss will stop over in Salt Lake City, where he will attend the opening of Station KALL. While in Utah, he will address the Salt Lake City Rotary Club, the Ogden Rotary Club, and will also talk before a luncheon meeting of agency men and advertisers. KALL is a member of the Intermountain network, part of the Mutual Broadcasting System.

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Section 1349 of New York's penal law would seem to be worthy of the attention of radio broadcasters. It makes it a misdemeanor for anyone wilfully to give a newspaper false information on a fact with the intention of having it published.

George Morrill, of Ilion, N.Y. was recently convicted under this section for giving the Utica Press a false report that his mother was dead. The mother called up to correct the report. No reason was given for Morrill's act.

## FCC ACTION

KBST, the Big Spring Herald Broadcasting Co., Big Spring, Texas, today granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment. WINK, Fort Meyers Broadcasting Co., Fort Meyers, Fla., granted renewal of license until August 1, 1946. WBT, Columbia Broadcasting System, Inc., Charlotte, N.C., granted construction permit (Chairman Porter not participating, Commissioner Durr voting "no"), to install directional antenna for night use, and modified action of August 21, 1945, approving transfer of ownership of WBT from Columbia Broadcasting System, Inc. to Southwestern Broadcasting Co., upon condition that transferee will forthwith take steps to construct a directional antenna which will afford appropriate protection to station KFAB. Sarkes Tarzian, Bloomington, Indiana, granted construction permit for new developmental broadcast station to operate on frequencies that may be assigned by the Commission's Chief Engineer from time to time; Emission: A0 and A3; transmitter: Composite; Power 500 watts.

Applications received by the Commission include: WSPR, Inc., Springfield, Mass., for construction permit to increase power from 1 kilowatt day and 500 watts night to 1 kilowatt day and night. Central Florida Broadcasting Co., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 740 kilocycles, power of 1 kilowatt and unlimited hours of operation. Curtis P. Ritchie, Pueblo, Colo., for construction permit for a new high frequency (FM) Broadcast Station and Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting and Television Co., area of Salt Lake City, Utah, for construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 kilocycles, 250 watts power.

Application for renewal of standard broadcast station license received: E. L. Allen, Alamosa, Colo, KGIW.

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## WANAMAKER TO HAVE TELE STUDIOS; OTHER N.Y. STORES MAYBE

John Wanamaker Department Store in New York in connection with DuMont is to install three television studios. It is reported that Lord & Taylor and other stores may follow suit. Wanamaker's announced their installation as follows:

"The world's largest Television Studios will be built in the John Wanamaker store at Broadway and Ninth Street. Construction will start immediately and these studios will be ready for regular Television broadcasts about December 1, 1945. Maintaining a position of leadership, we announce the completion of arrangements with Allen B. DuMont Laboratories, Inc., to transform the historic auditorium with its famous concert organ to bring you education, culture, entertainment and news by this greatest of the arts -- TELEVISION. Three large studios -- more than 500,000 cubic feet of space -- in the John Wanamaker store will become Television's natural home.

"In this first presentation of Television programming by a department store, thousands of our customers will be able to look in on daytime rehearsals during store hours. Evening broadcasts will require tickets obtainable free from John Wanamaker and from DuMont's Television Station WABD, by mail or in person."

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CEILING INCREASE FOR RADIO EQUIPMENT, TUBES AND PARTS

Price Administrator Chester Bowles last Friday announced that ceiling prices for radio receiving tubes and parts sold for installation as original equipment in radio sets are being increased five to 11 per cent.

The higher prices are provided through increase factors that tube and parts manufacturers may use in computing their ceiling prices under the OPA reconversion pricing program.

This program provides for adjustment in ceiling prices for manufactured goods and products that have been out of production during the war.

The increase factors for radio tubes and parts sold for use as original equipment in radio sets will be formalized shortly in pricing orders to be issued by OPA.

"The reconversion pricing factors will permit radio tube and parts manufacturers to determine quickly their new ceiling prices for post-war production, and, at the same time, permit manufacturers of completed domestic radio sets to calculate quickly what their costs will be for sets returning to market," Mr. Bowles said.

The Price Administrator emphasized that the increase factors are for use only in computing ceilings for radio tubes and parts sold for use as original equipment in the manufacture of radio sets.

Radio tubes and parts for replacement in the repair of sets are not affected by the action and continue to be the highest prices sellers charged during March 1942.

"We were required to do a fast job in setting these increase factors because we did not want price to be any impediment in the quick return of radio set production," Mr. Bowles declared.

"It was less than three weeks ago that Japan decided to surrender in the Pacific war, and right up to that time the radio tube and parts industries were 100 per cent engaged in war production. The end of the war, as you know, came very suddenly, and up to that time few manufacturers had supplied us with cost data.

"Full and complete financial data were quickly supplied by the radio tube industry when OPA requested cost data for use in determining reconversion price increase factors. The increase factor

we are providing for original equipment radio receiving tubes is 10.4 per cent, and was calculated on the basis of cost figures submitted by more than 86 per cent of the radio tube industry.

"In other words, original equipment tube reconversion ceiling prices are the individual manufacturer's October 1-15, 1941 ceiling prices plus 10.4 per cent.

"Less complete financial data, however, were supplied by manufacturers of partsother than tubes when requested by OPA. As a result, we are being forced to provide factors for parts other than tubes that are 'interim' increase factors. If for any items, they should prove too low, we will be ready to adjust the parts increase factors upward later. However, we will adjust them upward only if additional cost data are supplied us by parts manufacturers, and such cost data demonstrate a need for higher prices."

The increase factors for original equipment radio tubes and parts are as follows:

Radio receiving set tubes - 10.4 percent; coils for radio equipment - 11 percent; radio transformers and chokes - 11 percent; variable capacitors - 9 percent; speakers and speaker parts - 9 percent, and fixed capacitors - 7 percent.

Parts for electric phonographs and radio phonograph combinations - 7 percent; resistors, all types - 5 percent, and all other radio parts, as covered by Maximum Price Regulation 136 - Machines, Parts and Machinery Services - and not explicitly covered above - 5 percent.

To calculate his ceiling price for a radio tube or part sold for use as original equipment in a radio set, the manufacturer takes his October 1-15, 1941, price for the part and multiplies it by the increase factor. The sum of the resulting figure and the October 1-15, 1941, price is the manufacturer's reconversion ceiling price.

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STAMFORD HEARING AGAIN RAISES NEWSPAPER OWNER QUESTION

The FCC Monday designating for a hearing the application for consent to voluntary assignment of the license of Station WSRR in Stamford, Conn. from Stephen R. Rintoul to the Western Connecticut Broadcasting Company, once more brings up the question as to whether all of the stations in a city shall be newspaper owned. Commissioners Jett and Walker voted in favor of the grant.

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The new duties of Byron Price, former director of censorship, who will go to Germany to advise in public relations, will likewise include radio and press in his studies.

## "IS HE IS? OR IS HE AIN'T?"

"Porter Declares Radio Programs Left up to Stations". (Headline in Broadcasting Magazine, September 3.)

On the same date the following advertisement for an article in the October issue of the American Magazine appeared in the Washington Star: "Radio Must Grow Up, by Paul A. Porter, Chairman, Federal Communications Commission -- You own the airwaves. It is yours to decide what the broadcasters will give you. Offensive announcements and silly chatter must go, says the Government's chief radio monitor. In this article, our new Chairman of the Federal Communications Commission points out the bad taste that spoils otherwise enjoyable programs. He calls for discussion of ways to improve broadcasting as a service to the nation."

Pay your money and take your choice!

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## BIG CHIEF GARDNER COWLES; SIOUX ALSO ADOPT ADMIRALS

Admiral William D. Leahy, whose agile step masks his 70 years, joined today in a dance by Sioux Indians, who gave him a Sioux name meaning "Leading Eagle." The ceremony was held at the Midwest Farmer Day celebration put on by WNAX, Cowles' station in Yankton, S.D., the Associated Press reports.

Rear Admiral Joseph James Clark, one of three naval dignitaries to be made an honorary Sioux Chief, was the first to join the dance. Admiral Leahy carefully watched Admiral Clark who is part Cherokee, and then joined in himself.

To Admiral Clark the Indians gave the tribal name of "Thunderbird," while Rear Admiral Harold B. Miller was dubbed "Flying Charger." Also made an honorary Sioux Chief was Gardner Cowles of Des Moines, president of the Cowles Broadcasting Company, which sponsored the Midwest Farmer Day celebration.

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The Navy's newest fleet auxiliary vessel, a barracks, radar repair and supply ship, was commissioned at the Eureka Shipyards at Newburgh, N.Y. Saturday.

The ceremonies were held a few hundred feet from George Washington's Newburgh Revolutionary War headquarters.

The new ship, the USS Cuttyhunk Island, sailed for active duty in Pacific waters within an hour after being commissioned.

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## SCISSORS AND PASTE

### Avers Mrs. R's Radio Pay was $35,000 to $119,000 a Year
(Willard Edwards in "Washington Times-Herald")

A report was received here that Mrs. Eleanor Roosevelt, widow of the President, is considering the acceptance of a radio-speaking contract calling for a weekly salary larger than she ever received during her 12 years' occupancy of the White House.

The report came as Treasury agents continued their inspection of the income tax returns of Mrs. Roosevelt in connection with the investigation by the House Ways and Means Committee into the large-scale borrowing of her son, Elliott. The earnings of another son, James, are also under scrutiny.

The inquiry thus far has disclosed that the former First Lady amassed approximately $900,000 in the 1933-1945 period from her daily column, radio, speaking engagements, a monthly magazine article, approximately 75 other magazine articles, and three books.

From 1934 to 1938, Mrs. Roosevelt was permitted to deduct 100 per cent of her charitable bequests from her taxable income by virtue of a 1934 ruling from Robert H. Jackson, then Assistant Attorney General, who was promoted by President Roosevelt to be Solicitor General in 1938, to be Attorney General in 1940, and to the Supreme Court in 1941.

There was a storm in Congress in 1937 over this special ruling which exempted Mrs. Roosevelt from the legal specification that only 15 per cent of one's income may be deducted for donations to charity. In 1938 she announced that she would thereafter abide by the income tax law as it applied to the rest of the nation's taxpayers.

Mrs. Roosevelt brought to the White House in 1933 what her close friends conceded was an unusually poor speaking voice and no unusual literary talents. But in her first year as First Lady she collected $36,000 for radio talks. The following year her radio income leaped to $119,000, a shoe company acting as sponsor for her broadcast comments. Subsequent sponsors included a soap company and a coffee bureau, and her radio income never fell below $35,000 annually, according to reports.

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### Airborne Broadcasting Proposed at 1/13 of Present Cost
("New York Times")

Growing out of cooperative research on the part of the Westinghouse Electric Company and the Glenn L. Martin Company, the project for broadcasting television and frequency modulation radio programs from airplanes cruising 30,000 or more feet aloft opens many interesting possibilities. The plan stems from the limitations which restrict such programs emanating from transmitters on the

ground to the distance of the horizon. The high-frequency waves which carry television and FM do not follow the curvature of the earth. For this reason the problem of securing wide coverage for broadcasts in these fields has seemed to entail heretofore extremely costly systems of relay from station to station, with each transmitting point able to reach only a diameter of about fifty miles.

Scientists of the Westinghouse company, notably a young radar expert from Texas, Charles E. Nobles, based experimentation on the fact that the higher the transmitting source the greater would be the radius. They found also that much less distortion might be expected from a system in which the program originating on the ground was beamed to the cruising plane and thence transmitted. At 30,000 feet the radius of each flying transmitter would be 211 miles. Fourteen airplanes could cover adequately 78 per cent of the area of the United States. William K. Ebel, vice president in charge of engineering for the Martin company, has developed the necessary features for the transmitting plane.

It is believed that aircraft in this new role would save the expense of hundreds of ground stations and assure more faithful reproduction of the types of broadcast affected. Moreover, one kilowatt of power at 30,000 feet would deliver a signal as strong as fifty kilowatts on the ground. Already tubes are available to furnish one kilowatt even for color television of high definition. The cost of operating a single plane has been estimated at $1,000 an hour, as against $13,000 for a sufficient number of ground stations to cover the same area.

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## Radio Was on the Job at Empire State Building Disaster
("Fire Engineering")

Both short wave fire and police and commercial radio played important roles in the Empire State Building emergency. The Mayor received notification of the crash via short wave radio in his police car, as he was entering the City Hall. The fire department used its own radio - Station WNYF - to direct fire and rescue operations and summon ambulances. The Department's walkie-talkie, operated by members of Rescue 1, was reported to have given invaluable service in maintaining communications between fire fighting units, - communications which could only have been maintained by radiotelephone in view of the extent and nature of the fire area and department operations.

All of New York's commercial radio stations carried running and graphic stories of the disaster. WOR's air conditioning expert, Edwin P. Kenny, was taking his morning weather readings atop the twenty-five story building at Fortieth Street and Broadway when he saw the accident. Rushing to the studios below he informed the announcer, Ed Pearson, who put it on the air at 9:49 a.m. In a matter of minutes the news was being broadcast by the networks throughout the nation. Actually, one of the Fire Engineering editors heard the first announcement of the disaster in Toledo, O., over one of its local stations within ten minutes of the time of the crash and two minutes later was talking with New York observers over the long distance phone. Such is the efficiency of modern communications.

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## TRADE NOTES

Broadcast Measurement Bureau reports on the first anniversary of its founding that it has 540 subscribers representing a grand total of $825,810.

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The reopening of direct radiotelegraph communications between the United States and Tokyo officially took place Tuesday, Aug. 28, when the facilities of the Mackay Radio and Telegraph Company were placed in operation for the first time since Pearl Harbor. Radiotelegraph services over the Mackay circuit initially will be limited to official military and government, press, and prisoners-of-war messages it was announced by Admiral Luke McNamee, president of Mackay Radio.

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The FCC granted the applications of Radio Corporation of America for construction permits and licenses for four new Experimental Class 2 portable radio stations to operate on an experimental basis only in connection with the development and testing of a system of wide-band, multi-channel radiocommunication, and to conduct other related experimental operations. In addition to observation on equipment performance, propagation on super-high frequencies will be studied under actual operating conditions and data taken to obtain evidence of horizon and beyond horizon transmission path capabilities, to ascertain diurnal, atmospheric and other influences on the communication ranges as well as characteristics during magnetic disturbances and lightning storms and to determine the seasonal variations in propagation with particular reference to the effects of refraction. The terminal stations are to be located in Philadelphia or in Camden, N. J.; and on the Continental Bank Building, New York City.

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The Commission granted the application of the University of Chicago (Cosmic Ray Laboratory) for a new Experimental portable mobile radio station, aboard a free balloon, within a 350 mile radius of Chicago, Illinois. The Composite type transmitter will be installed on a free balloon which is to be sent aloft for the purpose of obtaining scientific information regarding the nature of penetrating radiations in the stratosphere. The applicant believes that radio-equipped balloons would greatly facilitate investigations of cosmic rays, and proposes to develop radio sounding apparatus for the transmission of cosmic ray data from free balloons, thus eliminating the procedure of locating and recovering this apparatus after a balloon flight has been completed.

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Stuart MacHarrie, former account executive of the American Broadcasting Company, New York, has been named account executive of the general sales office of WLW at Cincinnati.

George Jeneson, commercial traffic manager of the WLW sales department, is being transferred to the New York sales office of WLW.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1696

September 12, 1945

PROPOSED COMMUNICATIONS INSTITUTE SEEN AS REVOLUTIONARY

So impressed is Stanley K. Anderson, Radio Editor of the Cleveland Press, with the possibilities of the proposed Communications Institute of Arts and Sciences, a $5,000,000 postwar project at Western Reserve University in Cleveland, that he believes it may bring about a "communications revolution". Mr. Anderson reports that the Institute is now far beyond the blue-print stage. It will be housed in a single $3,000,000 structure plans for which "will make many modern theatre buildings look like something from the Dark Ages". Besides the huge studios and workshops, the building will involve such features as a model living room equipped with current reception devices. Austin Co., of Cleveland, industrial engineers, have built a miniature of the proposed Institute plant in steel. Barcley S. Leathem, head of the University's Drama School, is quoted as saying:

"The Communications Institute of Arts and Sciences will have for its primary purpose the study of the various ways of conveying knowledge and providing entertainment through such media as the motion picture film, film sound track, phonograph, wire recorders, telephone, teletype, public address system, radio, radar, and television."

"Investigating the possibility of Western Reserve's proposed Institute", writes Mr. Anderson in the National Theatre Conference Bulletin, of which he is the Assistant Editor, "it does not seem ridiculous to predict that one day it will be said that a Communications Revolution replaced in importance the Industrial Revolution and the later Social Revolution. Actually, the Communications Revolution is a consummation of the other two: material progress wedded to popular liberal education. Retarded development in a nation usually is traced to a lack of common information. As foreseen by Western Reserve, the expansion of communications can mean the attainment of a hitherto unrealized era of mass education and enlightening information."

"When Franklin Delano Roosevelt died, the world may not have realized just how magnificently our communications systems were operating. For four trying days, radio, the press and the news film industry performed a miracle. The history of an era was reviewed, both factually and philosophically, for the peoples of the world.

"There was an overwhelming presentation through the medium of the spoken word and music (radio). This coverage was the more notable for the dramatic impact it afforded. Consider the effect upon millions when Orson Welles, reading in a minor key, spoke of 'desperately, desperately needed courage.' The values inherent here could not be achieved through columns of newspaper print.* * *

"In Mr. Leathem's list, also, are the media not yet in common use but whose promise is startlingly great. Speculate, for example, upon the terrific uses to which television might have been put during the days when Mr. Roosevelt moved from Warm Springs to Hyde Park for the last time. Try to measure the drama there. * * *

"As indicated in Mr. Leathem's statements, and as demonstrated so powerfully during the week of the President's death, the dramatic arts will have an indispensable part in the movement toward making a communications pattern in which all media are essential and interrelated.

"Mr. Leathem has a simple explanation for this. 'Communications', he says, 'involve anything which goes from head to head, or from heart to heart.' He has gone so far in this inclusiveness that he foresees the need in the institute of scholars and philosophers as cultural guides and advisers in the research and laboratory work. This might involve the book publishing industry which, with the expansion of communications using sound and film but not print, will have something at stake.

"Obviously, Western Reserve is not making the error made by the universities of this country when radio was in its infancy. Too late were they to see the potential and to get in on the ground floor. Even today few trained men in broadcasting units are men trained in university radio courses. Western Reserve has, in effect, jumped the gun and will be prepared to contribute greatly to the development of television, radar, facsimile and wire recorder news organs, and to new uses for film."

"There are no bounds to the ramifications of the revolution the Western Reserve project suggests. Many will be touched; the press, the stage, our churches, our educational institutions, our book publishers, for instance. And consider the channels to be opened up for a new advertising presentation.

"Sot in their ways, centuries-old institutions will have to bow before the trends. They cannot die out, for their great expenience is necessary to the progress of new forms, but they cannot remain sot in their ways. What will happen, as a case in point, when a minister and a choir present an entire church service upon the television screen? How many will leave homes to travel to a church? What will this mean in our social pattern? Will the great church organizations have a method of compromise? Remember what the screen and radio did to the stage play and vaudeville.

"Here is a new cultural pattern. Here, to give it its real name, is a revolution. As I talked with Mr. Leathem, who is himself a man of the theatre, I wondered how many theatre workers and how many students of the drama are prepared to use foresight in building their careers from this point on. Western Reserve and Mr. Leathem, brimming with foresight, have posed, by the launching of this project, more problems than there are grains of sand on the beach."

Mr. Anderson, who succeeded Norman Siegal as Radio Editor of the Cleveland Press (Norman having ascended the golden stairs to Paramount in Hollywood) was book reviewer of the Press for two months. Before that for six years he was with the Cleveland Play House as play reader, actor and play writing instructor.

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FCC SEEN QUIETLY BACKING DOWN ON FM SINGLE BAND THREAT

The Federal Communications Commission has apparently retreated from its threat to shut down F.M. broadcasting on the 42-50 megacycle band immediately if manufacturers made receiving sets capable of taking in both the 42-50 megacycle band the the 88-108 megacycle band. This change of position seems to be made clear in its release of Tuesday, September 4th, in which the Commission ordered the present FM broadcasters to get on the air on the new band by December 1st and start programs January 1st, an order which engineers say is impossible to obey. This is because manufacturers state they will not have the new band transmitting equipment available for even the lowest powers before February.

On September 4 above metnioned, the Commission announced that the existing FM licensees, 46 in number, were being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than December 1, 1945, and regular program service by January 1, 1946.

"The Commission recognizes that equipment may not be presently available for operation with the radiated power specified", the September 4th release continued. "Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated."

Tartly commenting upon the Commission's ukase an FM broadcaster said:

"The release grudgingly allows the old band FM transmitters to continue in operation until the new band receivers are available to the public in quantity. The industry pointed out that this is not the criterion - that new band receivers will be available fairly promptly but no new band transmitters will be available to serve them.

"It is stated and not yet denied that prior to threatening to shut down FM broadcasting on the 42-50 megacycle band, Paul A.

Porter, Chairman of the FCC, wrote a letter threatening to crack down on two band set manufacturers. When lack of authority under the law to discipline receiver manufacturers was pointed out to him the letter was suppressed, and Chairman Porter turned to the expedient of shutting down the broadcasters who had developed the pioneer stations. As already noted, this position likewise was evacuated.

"The public interest seems to have been lost in the shuffle! The situation is rapidly becoming Snafu."

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GUTHRIE IS ASST. V-P R.C.A. COMMUNICATIONS; OTHER CHANGES

Frederick P. Guthrie, pioneer radio and communications official in Washington, D. C., is receiving congratulations upon his election to Assistant Vice-President of R.C.A. Communications, Inc. In announcing this, Col. T. H. Mitchell Vice-President and General Manager, stated that Maj. Donald C. Paine, recently returned from military leave, would succeed Mr. Guthrie as District Manager in the Capital and be in charge of the company's traffic operations here.

At the same time, Colonel Mitchell made known the fact that William H. Barsby had been elected a Vice-President of R.C.A. Communications in New York and that Lieut. Col. Sidney Sparks had been appointed to succeed Mr. Barsby as Traffic Manager.

Colonel Sparks, who has been released from active military duty, served almost two years as Officer in Charge of the War Department Signal Center, Washington, D. C.

A native of Leicester, England, Mr. Barsby came to this country in 1913 and joined the Marconi Wireless Telegraph Company of America, a predecessor of RCA Communications, Inc. After serving in World War I as Chief Radio Electrician, he was assigned to Washington to help organize the Navy's first centralized radio office in the capital. While on duty there in 1918, he picked up Germany's request for an armistice from the powerful enemy station at Nauen and delivered the message personally to the White House.

Before entering the Signal Corps in October, 1942, Colonel Sparks, born in Texas in 1899, was Superintendent and Division Sales Manager for the Western Union Telegraph Company in New York. He first joined Western Union as a messenger in 1912, later becoming a Morse operator, an engineer and a Division Commercial Manager.

In Washington, Colonel Sparks helped to institute efficiency measures which made it possible for the War Department Signal Center to handle more than 10,000,000 words of traffic a day with maximum speed and accuracy.

There isn't anything in the official press release about it but a story around town is that Mr. Guthrie came to the attention of the RCA while in the Government service because of the vigorous and impartial manner in which he enforced the rules in dealing with communications companies. "If he would fight as hard for us as he has against us, he would be exactly the man we are looking for", a high RCA official is said to have remarked. However that may be, Mr. Guthrie has been in charge of RCA's radiotelegraph in Washington since 1923, a part of which time he served as the first General Manager of Station WRC.

Born near Staunton, Virginia, July 23, 1891, Mr. Guthrie graduated from Washington and Lee University in 1911 and took one year of postgraduate work at The University of Virginia. From 1913 to 1917 he was Assistant Professor of Physics at the Citadel, the Military College of South Carolina, at Charleston.

During the first World War, he served as Lieutenant, U. S. Naval Reserve, first at Charleston Navy Yard and then in the office of the Director of Naval Communications, Washington, D. C.

Following his naval service, he served as Manager of the Radio Department of the United States Shipping Board, Emergency Fleet Corporation, from 1919 to 1923.

He is a member of the Washington Rotary Club, Army and Navy Club and National Press Club and was former Secretary and Chairman of Washington Section of Institute of Radio Engineers.

A great sorrow came to Mr. Guthrie in the second World War when his son, Capt. Walter Guthrie, U.S.A., was lost in the Indian Ocean.

Major Paine was born in Brown's Valley, Minnesota, March 12, 1897. The son of a railway telegrapher, he also became a telegrapher at an early age and served in the Signal Corps, U. S. Army during the first World War, having 11 months' service in France. He remained in the telegraph field after the war and after service with the Navy Department and the Weather Bureau in Washington, D. C., he became associated with RCA's Washington office in 1927, rising to the position of Assistant Manager in 1934.

In 1938 he was made Manager of RCAC's Boston office and the following year he was promoted to a similar position in Philadelphia where he remained until 1942 when he re-entered the Army as 1st Lieutenant in the Signal Corps, rising to the rank of Major before he was released recently. During the war he had service in Algiers, London, Paris and in Germany.

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## JUSTIN MILLER, NEW NAB PRESIDENT, TO TAKE OVER OCT 1

Justice Justin Miller, new President of the National Association of Broadcasters, will ascend his microphoneic throne Monday October 1st. In honor of the occasion, a meeting of the NAB Board will be held in Washington October 1st and 2nd. Jess Willard, formerly of CBS, to be Judge Miller's assistant, will also make his first official appearance at that time.

Formalities will end on the evening of the second at a dinner at which President Miller will deliver his inaugural address after being introduced by J. Harold Ryan, retiring president. The dinner will be held in the Presidential Room of the Hotel Statler but even that will not be big enough to hold everybody.

The Committee in charge therefore has asked each NAB District Director to designate three members from his District, one representing a large, one a medium and one a small station. Limitations were likewise placed on networks and local stations.

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## HELEN HAYES GIVEN WASHINGTON SEND-OFF ON NEW CBS SERIES

Helen Hayes, famous actress to be held in a series of radio dramas over the Columbia Broadcasting System at 7 P.M., EWT, Saturday evenings, was guest at a large reception at the Carlton in Washington Tuesday at which the joint hosts were Earl Gammons, Washington Director of Columbia, the J. Walter Thompson Advertising Agency and Textron, sponsor of Miss Hayes' broadcast.

Among those to greet Miss Hayes were Justice Justin Miller, President-elect of the National Association of Broadcasters, just back from Europe, Chairman Paul A. Porter of the FCC, Commissioners Denny, Jett and Walker of the FCC; Senator C. W. Tobey (R), of New Hampshire; Senator Clyde R. Hoey (D), of North Carolina; Senator Chapman Revercomb (D), of Virginia; Senator Clyde Reed (R), of Kansas, and Representative Joseph W. Martin, Jr., (R), of Massachusetts.

Also Col. William S. Paley, President of Columbia, just back from overseas; Commander George B. Storer, U.S.N.R., who is changing into civilian clothes today; Capt. Harry C. Butcher, U.S.N.R; Eugene Meyer, publisher of the Washington Post; Lieut. James W. Hurlbutt, U.S.M.C.; Sol Taishoff, publisher of Broadcasting, also just back from Europe; and M. B. Mitchell in charge of CBS press relations in Washington.

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## MEXICO FORMS $15,000,000 ELECTRIC MFG. CONCERN; RADIO

A new company, known as Industria Electrica de Mexico, which is to manufacture electrical goods, including radio sets and broadcasting equipment has been formed in Mexico in cooperation with American investors headed by Kuhn, Loeb & Company, and with the technical assistance of the Westinghouse Electric Corporation.

It will be the largest privately owned industrial corporation in Mexico, with an approximate capital of $15,000,000, of which $5,000,000 will be represented by bonds to be held by Nacional Financiera, S.A., of Mexico, an agency of the Mexican Government similar to the Export-Import Bank of the United States.

The share capital of $10,000,000 will be subscribed in approximately equal proportions in the United States and Mexico, although as a deliberate policy to insure Mexican control of the company 51 per cent of the capital will be contributed by Mexicans and a majority of the Board of Directors will be Mexicans.

Estimates and designs for a large manufacturing establishment have been prepared by Westinghouse, which will provide also training in Westinghouse plants in this country for certain manufacturing and operating personnel of the new company.

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## I.T.& T. ELECTS COL. GEORGE P. DIXON VICE-PRESIDENT

Col. George P. Dixon, who was Chief of Air Communications for all United States Air Forces in the European Theater of Operations, last week was elected a Vice-President of the International Telephone and Telegraph Corporation.

A native of Worcester, Mass., Colonel Dixon was graduated from Worcester Polytechnic Institute and joined the Pacific Telephone and Telegraph Company in 1912 as a traffic engineer. He left that company to serve in World War I with the Signal Corps of the 91st Division and was awarded the Silver Star for gallantry and the Belgian Croix de Guerre.

Following this he joined the engineering department of the International Western Electric Company. In 1926 he was made district manager of the Manhattan area of the New York Telephone Company. Three years later he was appointed communications engineer of the National City Bank of New York and its branches throughout the world.

Called to active duty again in September, 1940, Colonel Dixon served for two years as Signal Officer of the Second Corps Area in the United States. For his services in World War II, Colonel Dixon was awarded the Legion of Merit, the Bronze Star, and the Croix de Guerre, with palm, being decorated with the latter by General de Gaulle for "exceptional services rendered during the operations for the liberation of France."

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ASSOCIATED BROADCASTING IN FULL SWING SEPT. 16

On September 16th, the Associated Broadcasting Corporation will start operation as a full time coast-to-coast network. Chairman Paul Porter of the Federal Communications Commission, will speak at the dedication and the British Broadcasting Corporation will salute the new network with a special program.

Leonard A. Versluis, President of ABC, is owner of WLAV, Grand Rapids, and for some time has been instrumental in the development of the Wolverine Network. He formed the Associated Broadcasting Corporation January 1, 1944. During the preceding year and a half, it was said, the company had been enjoying excellent business relationship with over 200 radio stations throughout the nation on a "per-occasion" basis, and so its growth into a full time coast-to-coast operation was a natural development.

Executive Vice-President of the organization is Roy C. Kelley, President of the Wolverine Network. Working as direct assistant to the corporation's president will be Richard F. Connor, Vice-President in charge of programs, formerly Station Relations Director of Mutual, and Chief of Station Relations, Domestic Radio Bureau, O.W.I., Washington. Clayton W. Kuning is Vice-President and General Manager.

Vice-President in Charge of Station Relations is William G. Henderson who has been connected with the advertising business in Detroit. Promotion and Publicity Director will be Frank Browne, formerly Editor of Broadcasting Magazine in Chicago.

Eastern Division Headquarters in New York are under the supervision of John Whitmore, formerly News Director of Mutual. Sales Manager for Associated in New York is Ed Pancoast, formerly of WINS, New York.

The Midwest Division Office in Chicago is in charge of John Hopkinson, Central Division Sales Manager who was formerly connected with WIND-WJJD, Chicago, as a salesman.

Operations on the West Coast are under the direct supervision of Van C. Newkirk, Western Division Manager and Vice-President with temporary headquarters in Los Angeles. Mr. Newkirk was formerly with Don Lee-Mutual.

"Network outlets", the Associated Broadcasting Corporation states, "include WMEX, Boston, WITH, Baltimore, WWSW, Pittsburgh, WWDC, Washington, WLEE, Richmond, WBNY, Buffalo, WTMV, St. Louis-E. St. Louis; WMIN, Minneapolis; WJBK, Detroit; KNAK, Salt Lake City; KMYR, Denver; KFOX, Los Angeles-Long Beach; KSAN, San Francisco; KWBR (formerly KLS) Oakland; KWJJ, Portland; KRSC, Seattle; and WNHC, New Haven, Conn. WCKY, Cincinnati, has agreed to provide facilities to Associated upon request for availabilities. In Chicago and New York there have been special arrangements made with WMCA, WOV, WJJD, and WIND. The Network does not have a straight affili-

ation contract with these stations, but rather WMCA cooperates in the clearance of time with WOV as the alternate, and in Chicago, WUUD and WIND operate on the same basis.

"Contrary to reports that have circulated throughout the industry, the new network does not have any connection with the Marshall Field enterprises financially or otherwise. The only relationship whatsoever is the fact that WJJD, Chicago, is a Field station, and will cooperate in the release of ABC programs.

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NEW BBC N.A. DIRECTOR SEES EXPANDED U.S. COLLABORATION

Charles B. Brewer, a veteran of almost 20 years' service with the British Broadcasting Corporation, who has just arrived in New York to fill the post of North American Director of the BBC will make his first public appearance at a luncheon to be given for him at the Hotel Ambassador in New York tomorrow (September 13).

"There can be little doubt", said Mr. Brewer soon after his arrival, "that the collaboration between the American networks and stations and the BBC should be continued and expanded to our mutual advantage. The wartime collaboration between the great radio organizations of the United States and the BBC has been an important factor in the total war effort. Now that the war is ended there are equally important benefits to be derived from a continuation of this spirit of cooperation. Unfettered by problems of security and wiser because of our wartime experiences, the free radio organizations of the United States, Great Britain and the rest of the world can now embark on a program to make radio an instrument to help brin about a better understanding between the peoples of the world."

Mr. Brewer, who replaces John Salt recently transferred to England, gained practical experience in all aspects of broadcasting at Cardiff and Birmingham where he first specialized in the development of variety and light entertainment programs for that region.

During World War I, Mr. Brewer served with the 28th London Regiment, 2nd Bedfordshire Regiment and the Royal Flying Corps. At the outbreak of World War II he joined the RAF serving on the staff of Bomber Command. In 1941 he transferred to the Fleet Air Arm where he was engaged in communication work and later commanded training squadrons. In 1944 he spent some time in Paris as special liaison officer between SHAEF and BBC.

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One hundred thousand copies of Columbia network's new 224-page 1945-46 program manual for "The American School of the Air" are being sent to CBS stations for distribution to teachers, adult education groups, Parent-Teachers Associations, and libraries throughout the country.

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## NEW RCA DEVICE SOLVES PROBLEMS OF ANTENNA DESIGN

The long series of mathematical computations which have been necessary in solving the intricate problems involving the location and arrangement of radio towers are replaced by a new electronic device called the Antennalyzer, Dr. George H. Brown of RCA Laboratories announced Monday at a meeting of the Washington, D. C., Section of the Institute of Radio Engineers.

"Field tests and calculations, which formerly required weeks to perform, are now done in a matter of minutes by this electronic computing machine which adds and subtracts angles, multiplies, looks up trigonometric functions, adds numbers, squares them and finally takes the square root of the whole to produce the desired answer, which the engineers must have to accurately locate a directional radio antenna", Dr. Brown said.

"The Antennalyzer - a new magic brain in the field of radio consists of 52 electron tubes. The associate circuits can be adjusted to duplicate all characteristics of a projected antenna. In operation, the controls of the machine are regulated until a pattern of light on a cathode ray tube is identical with the desired pattern of transmission of the broadcast station. Final dial readings not only tell where to locate the towers, but give all electrical data needed to complete the most efficient antenna design."

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## MAP SHOWS FM STATION BOOM; APPLICATIONS PASS 500 MARK

A map has been prepared in color by FM Broadcasters, Inc., which shows that on August 1, 1945, there were 46 commercial FM stations operating, seven approaching this stage and 44 applications filed with the Federal Communications Commission for permission to build commercial stations as soon as possible. Additionally, 24 stations charged with developing FM techniques were in operation or approaching operation. FM Broadcasters say:

"The approximate primary coverage of these existing and proposed FM stations, already compares favorably with that of the 900-odd standard stations they will eventually replace. The secondary coverage, or the actual area in which the stations will be heard with satisfaction, is much larger than shown. The FCC recognizes signals of 50 microvolts intensity as primary service. Signals of half that strength are acceptable as secondary service and at one-fifth that strength are usable. This means that people residing outside the areas shown will be able to hear FM from the stations shown on the map with a degree of satisfaction diminishing with distance.

"But the FM field is developing so rapidly that by the time these stations are on the air, others will be on the way to fill out these secondary areas. By the time the list on the reverse side of the map was completed on May 17, the FCC had received 32 additional FM applications and at mailing time the total number had passed the 5000mark."

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# FCC MAKES PUBLIC FM LICENSEE & PERMITTEE ASSIGNMENT LIST

The Federal Communications Commission today (Wednesday) made public a list of assignments for present FM licensees and permittees. Any licensee or permittee desiring to object to the assignment made by the Commission must do so on or before September 25, 1945.

All of the assignments which were made today are for Metropolitan stations with the exception of Station WMIT at Winston-Salem, North Carolina, and WMTW at Mt. Washington, New Hampshire, both of which are rural stations.

In making the allocations for the Metropolitan stations, the Commission has provided in both Area I and Area II for an effective radiated power of 20 kilowatts and an antenna height of 500 feet above the average terrain. In Area II greater coverage than is possible with effective radiated power of 20 kilowatts and a 500 foot antenna will be authorized upon proper showing.

Two alternative plans were available to the Commission in making the assignments in New York City. Under the first alternative, stations would be allocated in the new band in approximately the same order as they are in the present FM band. Under this method, some of the existing networks would be given facilities which initially would be considerably better than those of other networks, and thus an unequal competitive situation would result. Moreover, under this system, some of the independent stations which were pioneers in FM - including the inventor of FM - would be given the least desirable assignments. Finally, this method would result in saving for late-comers the best facilities in New York instead of making them available to those who pioneered in FM broadcasting.

The second alternative plan involves making a choice among existing licensees on the basis of the best information presently available to the Commission. The Commission recognizes that it would be better to make such a choice after a hearing. However, the Commission is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start. Moreover, as has already been pointed out, stations will be given an opportunity to object to the Commission by September 25, 1945, concerning the specific assignments.

The complete assignment of frequencies as made by the Commission is set forth in the following table.

Frequency and Power Assignments for Existing FM Broadcast Stations and Outstanding Construction Permits

Metropolitan Stations

| City and Call Letters | | Channel Number | Radiated Power | Antenna Height Above Average Terrain | Frequency |
|---|---|---|---|---|---|
| Baton Rouge, La. | WBRL | 41 | 20 kw | 500 | 96.1 |
| Binghamton, N.Y. | WNBF-FM | 44 | 10.5 kw | 657 | 96.7 |
| Boston | WBZ-FM | 39 | 20 kw | 455* | 95.7 |
| Chicago | WBBM-FM | 57 | 10 kw# | 668 | 99.3 |
| Chicago | WDLM | 59 | 20 kw# | 479* | 99.7 |
| Chicago | WEHS | 61 | 12 kw# | 616 | 100.1 |
| Chicago | WGNB | 55 | 20 kw# | 472* | 98.9 |
| Chicago | WWZR | 55 | 12 kw# | 611 | 98.5 |
| Columbus | WELD | 33 | 20 kw | 341* | 94.5 |
| Detroit | WENA | 45 | 10.5 kw | 663 | 96.9 |
| Detroit | WLOU | 43 | 20 kw | 362* | 96.5 |
| Evansville | WMLL | 34 | 20 kw | 281* | 94.7 |
| Fort Wayne | WOWO-FM | 40 | 20 kw | 300* | 95.9 |
| Hartford | WDRC-FM | 32 | 7.0 kw | 758 | 94.3 |
| Hartford | WTIC-FM | 28 | 9.5 kw | 673 | 93.5 |
| Indianapolis | WABW | 35 | 20 kw | 290* | 94.9 |
| Kansas City | KOZY | 60 | 20 kw | 500 | 99.9 |
| Kansas City | KMBC-FM | 50 | 20 kw | 500 | 97.9 |
| Milwaukee | WMFM | 22 | 20 kw# | 310* | 92.3 |
| Nashville | WSM-FM | 61 | 8.5 kw# | 720 | 100.1 |
| Philadelphia | KYW-FM | 26 | 20 kw | 382* | 93.1 |
| Philadelphia | WCAU-FM | 38 | 20 kw | 366* | 95.5 |
| Philadelphia | WFIL-FM | 32 | 20 kw | 464* | 94.3 |
| Philadelphia | WIP-FM | 30 | 18 kw | 520 | 93.9 |
| Philadelphia | WIBG-FM | 36 | 20 kw | 358* | 95.1 |
| Philadelphia | WPEN-FM | 40 | 20 kw | 455* | 95.9 |
| Pittsburgh | KDKA-FM | 31 | 6.5 kw | 783 | 94.1 |
| Pittsburgh | WTNT | 33 | 20 kw | 500 | 94.5 |
| Rochester | WHEF | 53 | 20 kw | 387* | 98.5 |
| Rochester | WHFM | 55 | 20 kw | 261* | 98.9 |
| Salt Lake City | KSL-FM | 61 | 8.5 kw | 720 | 100.1 |
| Schenectady | WGFM | 37 | 6 kw | 805 | 95.3 |
| Schenectady | WBCA | 39 | 6 kw | 805 | 95.7 |
| South Bend | WSBF | 67 | 20 kw | 312* | 101.3 |
| Springfield, Mass. | WBZA-FM | 56 | 20 kw | 500 | 99.1 |
| Superior, Wisc. | WDUL | 22 | 20 kw | 500 | 92.3 |
| Worcester, Mass. | WTAG-FM | 71 | 20 kw | 477* | 102.1 |
| Worcester, Mass. | WGTR | 69 | 9.5 kw | 680 | 101.7 |
| Alpine, N.J. | WFMN | 65 | 6.0 kw | 795 | 100.9 |
| New York, N.Y. | WQXQ | 63 | 11.5 kw | 632 | 100.5 |
| New York, N.Y. | WABF | 53 | 15 kw | 567 | 98.5 |
| New York, N. Y. | WGYN | 61 | 4.0 kw | 905 | 100.1 |
| New York, N.Y. | WFGG | 59 | 7.2 kw | 747 | 99.7 |
| New York, N.Y. | WHNF | 57 | 20 kw | 455* | 99.3 |
| New York, N.Y. | WNYC-FM | 51 | 15 kw | 560 | 98.1 |
| New York, N.Y. | WBAM | 45 | 15 kw | 559 | 96.9 |
| New York, N.Y. | WABC-FM | 47 | 5 kw | 850 | 97.3 |
| New York, N.Y. | WEAF-FM | 49 | 1.6 kw | 1258 | 97.7 |
| Jersey City, N.J. | WAAW | 41 | 13.5 kw | 590 | 96.1 |

| City and Call Letters | | Channel Number | Radiated Power | Antenna Height Above Average Terrain | Frequency |
|---|---|---|---|---|---|
| Rural Stations (Located at present sites) | | | | | |
| Mt. Washington, N.H. | WMTW | 50 | 10 kw | | 97.9 |
| Winston-Salem, N.C. | WMIT | 47 | 200 kw | | 97.3 |

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The following metropolitan stations may operate from their present sites with the power indicated below until such time as the Commission considers all of the applications in the Los Angeles area.

| | | | | | |
|---|---|---|---|---|---|
| Los Angeles, Calif. | KHJ-FM | 59 | 4.8 kw# | 870 | 99.7 |
| Los Angeles, Calif. | KTLO | 61 | 4.8 kw# | 870 | 100.1 |

* This antenna height is based upon previously authorized antenna construction, and a minimum antenna height of 500 feet above average elevation will be required in the future unless a showing is made to the contrary that such an antenna height is not feasible.

# These stations in Area II have been assigned power less than presently authorized. The question of operating with higher power is presently under study.

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The Federal Communications Commission also today promulgated Supbart B of Part 3 of its Rules and Regulations containing rules concerning FM broadcasting. Subpart B now includes not only the rules and regulations which were set forth in the Commission's Report of August 24, 1945, but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present rules and regulations. The result of this action is to gather in one place all of the rules and regulations governing the construction, licensing and operation of FM stations. Hereafter, any person who desires information about the Commission's rules concerning FM need secure only subpart B of Part 3 and Part 1 which contains the Commission's Rules of Practice and Procedure.

It is the Commission's plan that eventually the rules governing television, standard broadcast, citizens' radio, and other radio services will be revised in the same manner as FM with the result that all of the applicable rules and regulations concerning a particular radio service will be found in one part. In this way persons interested in a particular radio service need look only in Part 1 (Rules of Practice and Procedure) and the particular part containing the rules and regulations concerning the specific service in question.

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The National Association of Broadcasters is giving the widest publicity to President Truman's statement: "Radio must be maintained as free as the press" by reprinting it on a large new color photo of Mr. Truman.

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## SCISSORS AND PASTE

### A Radio Revolution
(Jack Gould in "New York Times")

The fact of the matter is that radio is on the threshold of a technical revolution which up to now has been couched in terms alien to the average layman but none the less will have a direct and vital bearing on both his enjoyment of radio in the immediate future and on the length of life of whatever set he might buy.

That revolution, of course, is embodied in Major Edwin H. Armstrong's development of the frequency modulation (FM) form of transmission.

The purchase of a combination set, or an FM set alone, involves, however, an additional consideration at the moment. The FM industry is in the process of moving from its present wave length band to a new one. Program service on the new band is scheduled to begin Jan. 1, under an edict issued by the Federal Communications Commission, but simultaneous service on the old band also will be continued until such time as new receivers are generally available.

Since many transmitter manufacturers insist that equipment for the new band cannot be ready as soon as the FCC expects, some FM sets produced this fall will provide coverage for both the present and new bands, thus insuring service at the time of purchase. Other makes will be confined to the new band exclusively on the theory that the duplication is not warranted for only a few months. The difference in cost between the two has been estimated at between $4 to $10.

Converters to enable existing FM sets to cover the new band also will be on the market this fall.

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### Color Photos By Radio
("Editor and Publisher")

A full page color picture of Truman, Stalin and Attlee meeting in Potsdam appeared in last week's issue of Collier's with the claim: "This is the first color photo ever transmitted by radio. Credit was given to the Army Pictorial Service and the Army Communications Service.

We don't like to deflate the Army or Collier's, but the fact remains that the Associated Press transmitted the first color photo by radio back in June, 1939, from New York to London.

Collier's also claims "this is the first magazine publication of a Telechrome". To set the record straight, Editor & Publisher pioneered back in June, 1937, and was the first to print a four-color picture sent over ordinary telephone wires from Chicago to New York. The experiment was conducted for E & P by W. G. H. Finch, inventor of the process, and was called by him "Telechrome".

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## Ralph Atlass Once Kept WBBM, Chicago, In A Bureau Drawer
("Broadcasting Magazine")

One of the youngest radio pioneers is Ralph L. Atlass, 42. owner of WIND, Chicago, and WLOL, Minneapolis.

In 1922 he bought a 200 w. transmitter from his older brother Leslie. Applying to the FCC for a license in Lincoln, Ill., he was given the call letters WBBM. Thus the Chicago station's birthplace was in Lincoln.

While attending Northwestern Ralph built a transmitter so he could talk back and forth with his brother at Lincoln. He kept the transmitter receiver in dresser drawers at the Chicago home of his parents, 7421 Sheridan Road.

After graduation Ralph joined his father and brother, now Vice-President of CBS, Chicago, in a real estate firm, the Atlass Investment Co. For a year he bought and sold property, - his only non-radio venture.

In 1923 the Lincoln transmitter was moved to Chicago on 1330 kilocycles in the basement of the Atlass home. Here Ralph would gather his student friends and broadcast shows to an audience which was composed mostly of radio "hams". He acted, announced, directed, wrote and produced the shows. * * *

About a year later, during one of these sessions, a man named Hunt (Ralph doesn't remember his first name) suggested they sell time to sponsors, resulting in the station becoming commercially sponsored by the Chicago Yellow Cab Co.; World Storage Battery Co.; and the Chicago Mercantile Co.

Now that the station was earning money, the Atlass boys moved its quarters to the Broadmoor Hotel and hired E. C. Paige (later a lieutenant colonel on Gen. Eisenhower's general staff), as commercial engineer. In 1931 the brothers sold WBBM to Columbia - the last major station to go network in Chicago.

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## Appointment of Senator Knowland Criticized
(Drew Pearson)

California's new Senator, Maj. James Knowland, is being greeted with protests from angry Californians against his being seated. Among other things they charge that Governor Earl Warren named young Knowland in order to repay a political debt to his father, reactionary publisher of the Oakland Tribune and owner of Station KLX.

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## FCC and Pearl Harbor
(Danton Walker in "Washington Times-Herald")

The Federal Communications Commission and the Army Signal Corps will be put on the carpet in the Pearl Harbor investigation, which is expected to reveal that deliberate sabotage held up or garbled important military messages.

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## TRADE NOTES

If the President is granted authority to reorganize the executive branch of the government, it is predicted the Federal Communications Commission will be one of the eight or ten agencies to be exempted. The House report on the subject is due soon. The Senate is still continuing its hearings.

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A walkie-talkie two-way radio unit was set up by the Rock Island lines between its Des Moines station and the news room of Cowles Brothers Des Moines (Ia.) Register last week to facilitate complete news coverage of the arrival of Hollywood stars in Des Moines for the premier of "State Fair". The radio equipment used was designed by Rock Island's communication department for use in the operation of trains.

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Wartime will be abolished as of September 30, Congressional leaders decided Tuesday. The House Interstate Committee voted without dissent for a bill to end "fast" time at 2 A.M. on that date - a Sunday.

Senators said similar action would be taken on their side of the Capitol soon and there seemed little doubt that both chambers would approve the bill.

Clocks thus will be turned back one hour. They were advanced an hour on January 20, 1942, as a war measure.

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Addition of KCOK, newest affiliate on the Don Lee Broadcasting System chain, will boost the number of member stations to 40, it was announced by Lewis Allen Weiss, Executive Vice-President and General Manager of the network. The 250 watt Tulare, Calif., station will join the network around October 1st.

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Hand-held viewing devices for television sets, No. 2,384,-260 by Alfred N. Goldsmith, of New York City, and No. 2,384,259 by Edwin Jay Quinby of Key West, Fla. have been assigned to the Radio Corporation of America. They feature color filter devices shaped somewhat like old-time stereopticons to provide color television images when used to view a television screen.

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Following the peace declaration, the FCC as a starter are allowing the amateurs to use a single band between 112 and 115.5 megacycles. The Commission emphasized that permission had not been granted to operate in any of the lower bands.

"Hams" taking the air must have station licenses that were valid between the dates of Dec. 7, 1941, and Dec. 15, 1942, and have not been subsequently revoked. The FCC will not accept new applications for station licenses until further notice.

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A television cable now being laid by the A. T. & T. will connect Washington, D. C. with Richmond, Va. and Charlotte, N. C. and permit interchange of programs between television broadcasting stations planned in the three cities; it should be completed by next Summer.

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Reconversion in the electrical appliances field will be accelerated through the release of mica used in radio and other appliances from Government stockpiles, pending resumption of private purchase of mica now restricted by Government purchasing programs, the War Production Board said last week.

The present Government purchase commitments will terminate on November 30, and steps are being taken to allow parallel private purchase prior to that time. Supplies of mica will be made available to manufacturers to tide them over the period required for resumption of normal private trade.

WPB disclosed that an early relaxation of import controls of Order M-63 will permit the importation of most mica without any Government restrictions.

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Plans to establish a University Radio Council to coordinate radio activities at Columbia University in New York City and to "put the university on the air" through its own radio station, were disclosed by Dr. Russell Potter, Chairman of the University's Radio Committee. At the same time Dr. Nicholas Murray Butler, President of the University, announced that Columbia's application for a Frequency Modulation radio station was now before the Federal Communications Commission.

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Effective at once, RCA Communications, Inc., is accepting radiotelegraph messages to Hong Kong, Thompson H. Mitchell, Vice President and General Manager, announced Monday. The Hong Kong terminal of the circuit has been inoperative since shortly after Pearl Harbor.

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Four enlisted men from the District of Columbia area were included in a group of men of the Navy's Office of Public Information commended by President Truman for providing a comprehensive report by radio to the cruiser Augusta while the presidential party was en route to and from the Potsdam Conference.

Copies of the President's letter addressed to the Secretary of the Navy were distributed to the naval personnel who did the work. The report, compiled from news wires, averaged 15,000 to 20,000 words daily.

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## FCC URGES MILITARY MEN MAKE APPLICATION FOR FM PROMPTLY

The Commission has received inquiries from men now in the military service regarding the possibility of filing applications for FM facilities at this time with engineering data to be submitted at a later date upon their discharge from the service.

The Commission recognizes the difficulties confronting military personnel in completing their applications for broadcast facilities, and, accordingly, consideration will be given to requests by applicants in the armed services for reasonable extensions of time to submit engineering data. Since it is not possible to reserve FM channels for future assignment, service men planning to enter the broadcast business are urged to submit their applications promptly.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF SEPTEMBER 19, 1945



No. 1697

(For release Thursday, P.M. September 20, 1945)

September 19, 1945

THE WAR OVER, WESTINGHOUSE RUSHES STRATOVISION TESTS

Termination of war contracts in the Westinghouse Industrial Electronics Division in Baltimore has brought immediate expansion of the Engineering Section which is building first Stratovision units for flight tests of this newly announced system of airborne television and FM radio transmission, according to Walter Evans, Vice-President in charge of all Westinghouse radio activities.

Headed by Charles E. Nobles, 27-year-old radar expert who devised the plan, the enlarged section will devote full time to development and production of transmitting and receiving equipment for airborne field tests to be made in cooperation with The Glenn L. Martin Company, co-developers of the system, Mr. Evans said.

"Early work on Stratovision was seriously hampered by our heavy volume of military radio and radar production", he explained. "This top-priority work forced us to delay active development, although technical data compiled in radar research and production forms the backbone of Stratovision.

"Easement of restrictions on manpower and materials now enables us to assign a full-time engineering section to rush equipment for flight tests and all indications are that they will be well under way before snow flies. Detailed field strength measurements will be made to verify and expand data already at hand.

"Negotiations already are under way seeking to secure a suitable high-altitude plane from surplus war stocks so that tests may be begun at once. Tentative designs for the final Stratovision plane, now on the Martin boards, will be revised if necessary to incorporate any changes recommended by these tests."

"We are making good progress with Stratovision", Mr. Evans continued, "but even this pace will not enable us to employ the many war fliers -- veterans of service on fighting fronts all over the world -- who already are flooding us with applications for positions as Stratovision pilots. All early tests will be with pilots of the Martin Company."

Announced only last month, Stratovision would employ transmitters flying six miles in the air to "push back" the horizon and thus extend the coverage of television and FM radio waves which travel only to the horizon. Eight airplanes, each carrying four television and five FM transmitters, would form a coast-to-coast network. Six additional planes, strategically located would extend coverage to 51% of the nation's area and 78% of the population; and 100% coverage could be attained by adding still more planes.

Says Westinghouse:

"The plan has been widely acclaimed as the only system yet advanced which will bring television and FM to quick maturity by making programs available at once to vast small-town and rural audiences now denied these services because of basic economic handicaps."

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COL. ALBERT L. WARNER TO HEAD NEW WOL NEWS BUREAU

With WOL, Cowles' Washington outlet, recognizing the importance of Washington as a news center, plans have been made for a new news bureau.

Selected to head the bureau is Col. Albert L. Warner, who up to now has headed the Army's War Intelligence Division of the Bureau of Public Relations since July of 1942, and who has formerly been both President of the White House Correspondents and Radio Correspondents. During a period of two years Colonel Warner, in his official capacity with the Bureau of Public Relations, reported to the Nation on the War Department every Sunday through the Army Hour.

Colonel Warner has been associated with the news of the Nation's Capital since 1930 and is considered one of the capital's best-informed newsmen. He formerly headed the Columbia Broadcasting System's Washington Bureau.

WOL's News Bureau aims to have the most complete radio news setup in the Washington area. Among those joining the staff will be Russell Turner, and Loren Pope. Mr. Turner has served as Assistant Editor for the past thirteen years of the United Press Washington Bureau. Mr. Pope comes to the WOL News Bureau after eight years on the Washington Star.

The WOL News Bureau's foreign coverage will be furnished in the European Theater by Kathryn Cravens, said to be the only woman correspondent ever accredited to an individual radio station, who will report on war criminal trials; and George Grim, Cowles' correspondent, who reports weekly on all phases of rehabilitation. In the Pacific Theater, William Winter is the WOL correspondent and news commentator.

Complete alterations are being made in the Washington studios of WOL to accommodate not only the WOL News Bureau but to give added studio space.

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## ADJUSTABLE PRICING ORDER ISSUED FOR ALL RADIO PARTS

Manufacturers of all radio and radio phonograph parts except radio tubes, metal stampings, screw machine products and cabinets were authorized by the Office of Price Administration Tuesday to make delivery of original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors, now under study, are determined.

The adjustable pricing may be used only for parts sold for installation as original equipment in radio sets.

In addition, no manufacturer may use adjustable pricing unless he has filed with OPA a list of the prices he actually used in March, 1942, in sales of original equipment parts for radio receivers, electric phonographs, and radio phonograph combinations, and modifications of such parts.

Radio parts prices for replacement in the repair sets are not affected by the action, and continue to be the highest prices individual sellers charged during March, 1942.

The adjustable pricing order is being issued to facilitate production and delivery of parts to radio set makers, and permit set manufacturers to go ahead with output of new sets.

"As soon as sufficient parts manufacturers file with us requested cost data on original equipment parts, we plan to issue final increase factors to replace the interim factors announced August 31, 1945, (See press release OPA - 5877)", OPA said. "Members of the Radio Parts Industry Advisory Committee have told us cost data will be filed with us promptly."

The adjustable pricing does not apply to radio tubes because a final reconversion pricing increase factor of 10.4 percent was announced for tubes on August 31, 1945. Final increase factors of eight percent have been announced for metal stampings and screw machine products.

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## CHATTERTON PROMOTED TO MACKAY RADIO ASST. V-P

James T. Chatterton, Commercial Manager of the Mackay Radio and Telegraph Company, has been elected an Assistant Vice-President. Mr. Chatterton, a native of Chicago, joined Mackay Radio in Chicago in 1933 as an operator and after being advanced to District Manager there, was transferred to the Washington office of the company in the same capacity. A native of Chicago, he was graduated from the Law School of Loyola University in that city and is a member of the Illinois Bar Association.

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## CAPITAL TV PERMITS HELD UP PENDING 500 FT. TOWER ORDER

The fact that the Federal Communications Commission has under consideration a requirement calling for all television towers to be 500 feet above the average terrain in a 10 mile radius has caused the Board of Zoning Adjustment in Washington, D. C. to defer final action until September 27th on the applications of the National Broadcasting Company and Bamberger Broadcasting Services, Inc. for television towers.

Paul Porter, FCC Chairman, said the minimum height regulation is to insure that the relatively few television stations which can be authorized will provide adequate service to their communities. If the FCC adopts the new regulation public hearings of the Zoning Committee to consider plans for local stations are expected.

The original applications, heard last month by the Board, called for a 350-foot tower on a 200-foot site behind the Wardman Park Hotel for NBC and a 300-foot tower on a 406-foot site for Bamberger at Fortieth and Brandywine Streets, N.W., about a half a mile north of the Washington Cathedral. Since this would give Bamberger approximately 150-foot greater height than NBC, the Board called the companies in to justify their requests.

NBC spokesmen said they did not wish to withdraw the present application. It was testified by Raymond Guy, NBC engineer, that the 500-foot requirement would call for a 475-foot tower, with a 50-foot pole. Construction of the tower to the additional height would require a new public hearing, it was said.

The Bamberger application would not be affected by the 500-foot rule, if adopted, representatives of the company said.

After the hearing last month, the Board of Zoning Adjustment announced it was prepared to approve the sites but that additional evidence should be submitted on the tower heights. Both companies have submitted engineering data, attempting to show the so-called "shadow areas" where reception would be poor.

Meanwhile, construction has started on a 75-foot antennae tower atop the Harrington Hotel, 11th and E Streets, N.W., where a television studio will be opened on the 10th floor by the Allen B. DuMont Laboratories, New York. The tower is being constructed in anticipation soon of an FCC permit to operate a commercial television station. Construction is expected to be finished within 30 days.

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# RMA PROTESTS TO CONGRESS THAT OPA DELAYS RECONVERSION

Reconversion of the radio industry to civilian production is stalled, with wide unemployment, because of the OPA pricing policy, with a delay of several weeks, at least, in prospect. Tube, parts and cabinet manufacturers generally are refusing orders from set manufacturers, and the industry is unable to proceed with civilian production because of the OPA pricing policy, based on Oct. 1941 levels, which precludes recovery of all actual production costs.

The radio manufacturing industry appealed to Congress for relief after its leaders had held a series of conferences with OPA officials. RMA, through President R. C. Cosgrove and Executive Vice-President Bond Geddes, detailed the industry's general suspension of civilian radio production to Senator Mead, of New York, Chairman of the Special Senate War and Reconversion Investigating Committee. Senator Mead promised immediate action with OPA and also a committee investigation, preliminary to formal committee hearings which the Senator said may be held. RMA members also are making direct appeals to their Senators and Representatives, supplemented by similar action of labor union leaders.

That OPA continues firm in its price program, which is a major administration policy backed by Director John W. Snyder of the Office of War Mobilization and Reconversion and also by President Truman, was indicated at industry conferences. This OPA policy also is being applied generally to other industries. These also are appealing to OPA and to Congress. Dealers and distributors also are vigorously protesting the OPA policy requiring absorption of OPA price increases.

Radio industry leaders held extended meetings in Washington last week with OPA officials and urged relief action, especially higher component "increase factors", ranging from 5 to 11%, announced September 1 by OPA.

A barrage of telegram, telephone and mail protests to OPA and RMA headquarters followed the announcement of the proposed component "increase factors". Manufacturers also unanimously declared that they would have to continue refusal of orders and shipments because of inability to meet production costs under the OPA decisions.

Numerous conferences were held in Washington last week by industry leaders with OPA officials and are continuing. Participating were R. C. Cosgrove; Chairman A. S. Wells of the RMA Reconversion Committee; Leslie F. Muter, heading a large group from the Chicago Radar-Radio Association; Chairman M. F. Balcom of the tube manufacturers; Chairman R. C. Sprague and Director J. J. Kahn of the parts manufacturers; Chairman Thomas A. White and James P. Quam of the amplifier and speaker group, and many others.

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## PETRILLO DEMAND FOR EXTRA STUDIO MUSICIANS PUT UP TO NWLB

Broadcasting stations all over the country will follow with interest the Regional War Labor Board at Atlanta referring back to the National War Labor Board, the dispute at WDOD at Chattanooga, Tennessee, involving the demand of James C. Petrillo to employ local musicians to compensate for encroachments on the musicians' field of employment

M. T. Van Hecke, Chairman of the Regional Board at Atlanta said the dispute between WDOD and the American Federation of Musicians, AFL, presents an issue which should be determined on a nationwide basis.

Joseph Padway, general counsel for the musicians' union, told the Board that many other local radio stations were watching the outcome of the present dispute.

Phil B. Whitaker, counsel for the radio station, said that when the 1944-45 contract with the union expired in March of this year the Chattanooga station's owners determined that they no longer needed the services of seven staff musicians.

The Union had asked that the WLB order the prior contract extended pending further negotiations.

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## AMERICAN BROADCASTING CO. REALIGNS SALES-SERVICE UNIT

Robert Saudek, Sales-Service Manager for the American Broadcasting Company, has relinquished his post to devote all his time, temporarily, to special sales problems, working directly with Mark Woods, President, and Chester J. LaRoche, Vice-Chairman. Upon completion of his sales assignment, Mr. Saudek will take over a permanent post with the network's Public Relations Department, reporting to Robert E. Kintner, Vice-President.

Succeeding Mr. Saudek is Alfred R. Beckman, who has been transferred from the ABC Traffic Department. Gordon G. Vanderwarker, from the General Sales Department will become account supervisor in the Sales-Service Department, and Miss Gladys A. York will become an account supervisor in the department. These three will operate on a national basis and will be available for consultation and cooperation with the sales staffs in Chicago, Detroit, Los Angeles and San Francisco as well as in New York.

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## ELECTRONIC MFRS. FREED FROM MILITARY PRIORITIES

Manufacturers of electronic equipment need no longer fill military orders in accordance with the Precedence List issued by the Joint Communications Board of the Army-Navy unless otherwise directed by the Army or the Navy or other Government agency, the War Production Board announced Tuesday, September 18th.

This action, taken by revocation of General Limitation Order L-183-a, results from sufficient supplies of electronic equipment now being available to fill current military needs. The order is revoked because no longer needed, WPB said.

Order L-183-a was issued by WPB in October 1942 at the request of the Army and Navy to legalize and implement the Precedence List which operated as the Army-Navy's own priorities system. This was used in conjunction with WPB's priorities system for the purpose of establishing relative importance of high rated electronic equipment and the sequence of its delivery. In effect, it became the daily work guide of Army-Navy procurement and expediting offices in following up deliveries of urgently needed military electronic equipment such as radio, radar, sound detection and signaling devices during the war.

In commenting on the revocation of the WPB order, the top procurement officers of the Army-Navy Joint Communications Board expressed their thanks to the electronics industry, its contractors and sub-contractors for their whole-hearted cooperation in arranging deliveries in accordance with the Precedence List during the war which resulted in getting critical electronic equipment to the fighting forces when and where needed.

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## APPLEBY PASSES UP BROADCASTING FOR OLD GOVERNMENT JOB

President Truman Monday appointed Paul H. Appleby to be Assistant Director of the Budget Bureau, a post from which he resigned December 1, 1944.

Mr. Appleby, Vice President and General Manager of the Queen City Broadcasting Co., Seattle, Wash., took the oath in the office of Director Harold D. Smith.

Previous to his service as Assistant Director of the Budget Mr. Appleby had been a Government official for 12 years. He came to Washington in 1933 as Executive Assistant to Secretary of Agriculture Henry Wallace, becoming Undersecretary in 1940.

Before his Government service, Mr. Appleby was a newspaper writer, editor and publisher in Iowa and Virginia.

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THE NAME IS VERSLUIS; BLOSSOMS OUT WITH A NATIONAL NET

One of the first questions asked when Leonard A. Versluis, of Grand Rapids, Mich., came to Washington last Sunday to dedicate the new coast-to-coast network of the Associated Broadcasting Corporation, of which he is President, was, who was Mr. Versluis? Also, how did he make enough money to launch a national network, of what nationality was he and last, but not least, how did he pronounce his name?

Here are the answers according to information to date. Mr. Versluis, better known to the broadcasters in the Middle West than in the East, started in the radio business four years ago when he bought WLAV, a 250-watt station in Grand Rapids, Mich. As to the capital necessary for a coast-to-coast network (initial wire facilities alone are put at $480,000 a year), Mr. Versluis was said to have made a fortune in the photography business and to be the operator of a countrywide chain of photographic studios.

Born in Michigan, his ancestry is Dutch and take it from Mr. Versluis himself, who is very dynamic, pleasant and friendly man, only 47 years old, the way to pronounce his name is "Verse-loose".

The opening two-hour program last Sunday couldn't have been more auspicious, leading off as it did with a message from President Truman, an address by Chairman Paul A. Porter of the Federal Communications Commission, and with music provided by the U. S. Army, Spars and Navy School Bands, and Navy School of Music chorus. Incidentally, the number of musicians being far too many to be accommodated in the WWDC studios, the local outlet, the School of Music auditorium at the Naval Receiving Station was secured for the occasion.

On the program were also heard Rear Admiral William M. Thomas, Chief of Navy Chaplains, Maj. Gen. Robert N. Young, Commanding General, Military District of Washington; Rear Admiral William Fichteler, U. S. Navy, Assistant Chief of Naval Personnel, and Brig. Gen. Luther D. Miller, Chief of Chaplains, U. S. Army.

Other distinguished guests were Mary Norton (D), of New Jersey, Dean of Congresswomen; Bess Furman, President of the National Women's Press Club, and Lieut. Col. Mary Agnes Brown, representative of women in military services in the Veterans Administration.

Thus the opening program was official from the top to the bottom, causing a representative of one of the major networks to remark dourly:

"If Mr. Versluis is as good a financier with the rest of his network as he was in lining up all that star talent, including the President of the United States and the skipper of the FCC, to say nothing of the hall from which the broadcast was made, without

it costing him a cent, he is going to do all right."

Stations affiliated with the Associated Broadcasting network, according to Frank Browne, Director of Publicity, are WNHC, New Haven, Conn.; WCKY, Cincinnati, Ohio, as a cooperating outlet; WWSW, Pittsburgh, Penna.; WWDC, Washington, D. C.; WITH, Baltimore, Md.; WMCA, New York, N.Y., as a cooperating outlet; WMEX, Boston, Mass.; WBNY, Buffalo, N. Y.; WJBK, Detroit, Mich.; WMIN, Minneapolis-St. Paul, Minn.; WJJD, Chicago, Ill., a cooperating outlet; WTMV, East St. Louis, Mo.; KMYR, Denver, Colo.; KNAK, Salt Lake City, Utah; KFAX, Los Angeles, Calif.; KSAN, San Francisco, Calif.; KWBR, Oakland, Calif.; KWJP, Portland, Oregon, and KRSC, Seattle, Wash.

The network is connected in its entirety by Class A. instantaneous reversible lines. Besides the basic network, with a Class A rate of $3,955 per hour, $2,373 per half-hour and $1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

The first sponsor on the Sunday schedule was Knox Chemical Company, Los Angeles, Calif., carrying a newscast for its Mendaco.

A sixteen-hour operation has been planned - 9 A.M. to 1 A.M. Five-minute newscasts are to be heard on the hour except when commentators are heard.

The new network has signed a contract with United Press for theuse of their newspaper wire in the compilation of newscasts. One of the features of the network will be news on the hour, every hour.

Among offerings on the inaugural program schedule was a half-hour salute from the British Broadcasting Corporation. ABC plans to carry the BBC "Newsreel" six days a week 7:30-7:45 P.M.

Concluding the Sunday opening festivities was a reception given by Mr. Versluis in the Cabinet Room at the Willard Hotel in Washington attended by Chairman Paul Porter and other Capital notables.

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FCC COMMISSIONER WM. H. WILLS STRICKEN WITH HEART AILMENT

William H. Wills, the newest member of the Federal Communications Commission, has suffered a recurrence of a heart ailment. Although the attack was said not to be serious, it became known that Commissioner Wills would be required to take a complete rest under the care of a physician and to remain in bed for several weeks at least.

Former Governor of Vermont, Mr. Wills, 63 years old, a Republican, was appointed last July by President Truman for a term of seven years.

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## CREDITS JIMMY ROOSEVELT WITH PUTTING THE HEAT ON A.T.& T.

Drew Pearson came out with a story in the Washington Post this (Wednesday) morning that the Republicans in the forthcoming Congressional campaign are going to assail Jimmy Roosevelt as being at the bottom of the American Telephone and Telegraph Company having been put on the grill by Congress and the Federal Communications Commission.

Enumerating charges which he says the Republicans are going to make campaign issues of, which includes Elliott as well as Mrs. Roosevelt, Mr. Pearson writes:

"The charges against Jimmy - and they have been heard before - are that he blackjacked numerous big firms into buying insurance through his Boston firm. The lengthy House investigation of the American Telephone and Telegraph Company a couple of years before the war resulted from the refusal of the company to insure with Jimmy, it will be charged.

"The charge against Mrs. Roosevelt will be that she became a member of the Board of Directors of the insurance firm - Roosevelt & Sargent - when her son went into the military service, in order to prevent disclosure of his deals."

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## FEA LIFTS EXPORT CONTROLS ON RADIO TUBES

The Federal Economic Administration last week removed its export controls from a broad list of commodities and manufactured goods, including radio and electronic equipment and components, thus making possible the resumption of free export trade in these items with all but a handful of countries throughout the world.

As a consequence of this action, all radio material, including radio tubes, may be exported to all countries except Germany and Japan and twelve countries which have been placed on a restricted list known as Country Group E. No commercial shipments may be made to either Germany or Japan. Exports to the nations in Group E will require individual licenses from the FEA, but only four of them have been importers of U.S. radio products. They are Argentina, Italy, Rumania and Spain. The other nations which are included in Group E are Austria, Bulgaria, Caroline Islands, Hungary, Korea, Marcus Islands, Marianas Islands and Marshall Islands.

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The National Association of Broadcasters is supplying its members with reprints of FCC Chairman Paul Porter's article in the October American Magazine, "Radio Must Grow Up".

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For Release On or After
September 20, 1945

RADAR REFINEMENTS WILL MEAN BETTER TV, EXPERTS AGREE

Recent published accounts of radar's contribution to the winning of the war have excited discussion far and wide on the relationship between radar and television. Vague references to the similarity between the "propagation characteristics" of television with those of radar have only tended to provoke questions on how the two electronic wonders compare.

Expert opinion on the subject was solicited by the Television Broadcasters' Association, Inc. in a survey among electronic engineers.

E. W. Engstrom, Research Director of the RCA Laboratories in Princeton, points out that "basic to all radar, television and other new radio services are the pioneering in the very short radio waves, the exploration of propagation conditions and the testing of fundamental characteristics which were done over a period of many years." He adds that "television needed the use of short radio waves for broadcasting and relaying. Television needed cathode ray tubes for timing-synchronizing circuits for use with cathode ray tubes. Television created a new set of technical needs which required many fundamental advances.

"As television was growing up, so also was radar", Mr. Engstrom avers. "Radio engineers and scientists borrowed heavily from television experience to meet heavy demands of the war for a wide variety of radar equipments. Radar needed the techniques developed through experiences with shorter and shorter radio waves.

"Radar also needed cathode ray tubes and the associated timing-synchronizing circuits for presentation of its information, and for this drew much of the techniques, circuits, tubes and systems developed for television", he continues.

"Radar needed the wide frequency band circuits and transmission channels developed for television. Radar required the manufacturing of many units of apparatus and the making of large quantities of cathode ray tubes. Radar required the training of large forces of people to make, install, service and use complicated electronic equipment, many of the components of which have a counterpart in television", Mr. Engstrom states.

He observes that "before the war, television was ready to render service to the public. Now, as the development and design of television apparatus and systems may again move forward, we find that progress during the war will add refinements which will benefit television.

"For one thing", he explains, "we have added to our knowledge of radio wave propagation. Cathode ray tubes have been manufactured in large quantities and this experience will certainly be of help in producing television tubes.

"Just as television experience and techniques were of inestimable value before and during the war in radar research and

development, so now the wartime advances will assist in a rapid expansion of television service", he predicts. "Without doubt, television is the most important new product of radio and electronics which will serve the public in the post war period", Mr. Engstrom concludes.

Sharing his views on the subject are D. K. de Neuf, Assistant Manager of the Communications Division of the Raytheon Manufacturing Company. "Development of television brought about electronic circuits and tubes, such as the cathode ray screen which provided a means of presenting visual information derived from electronic operations involving extremely high speeds", Mr. de Neuf points out.

"Radar research has, and will benefit television in a number of ways", Mr. de Neuf finds. "Cathode ray tube definition has been improved. Video circuits have been developed to handle much faster speeds in scanning and sweeping. A vast store of knowledge has been accumulated concerning the generation and reception of very high frequencies and microwaves, making possible the use of the higher portions of the radio frequency spectrum."

"Advent of the war took engineers off television development and brought them into contact immediately with an analogous problem - radar", Mr. Emile Labin, Assistant Director of the Federal Telecommunications Laboratories, a Unit of I. T. & T., explains. "The reason for this is very simple. Radar, like television, is a wide frequency band system and like television uses cathode ray tubes as indicators. All the techniques which had been developed previously for cathode ray tubes, scanning circuits, synchronization circuits, etc., were used immediately for radar.

"During the war", he continues, "the development of radar has been even more intensified than was the development of television prior to the start of hostilities. The possibilities of microwaves were known before the war and their importance to television was fully appreciated, but without the development of radar during the war, microwaves would probably still be a possibility rather than an achievement. In this way, radar repays television the debt it had contracted at the beginning of the war."

J. R. Poppele, President of the Television Broadcasters' Association, Inc., and Chief Engineer of the Bamberger Broadcasting Service, states:

"Television research served as the key that unlocked the doors leading to radar. Research in microwave radar, which tremendously accelerated the winning of the war, will revert in peacetime to the advancement of television. The new techniques and improvements resulting from radar research will contribute mightily to the rapid expansion and phenomenal growth of a gigantic television industry."

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## SCISSORS AND PASTE

### Radio Editor Backs Porter in Program Discussion Article
(Stanley Anderson in "Cleveland Press")

Let us quit kidding ourselves, dialers. Until some supreme judge decrees otherwise, the air belongs to us and we should have some say about what it is used for.

Yesterday an advertising agency man said to me: "It is about time that we advertising people quit being modest and told the public what we are giving them for nothing."

His theory was that "we" (meaning the agencies and the networks) are giving free lollypops to all set owners.

Now let's get this straight. When did the ad agencies become philanthropic organizations? Who buys the products they advertise? On the surface, radio entertainment is inexpensive. But when you dig down underneath, who is paying for it? Who can tack a percentage on the cost of an item to cover advertising outlay? Who can enter deductions for advertising in their tax returns?

The advertising agency man spoke to me only a few minutes after I read an article by Paul A. Porter, Chairman of the Federal Communications Commission, in the current issue of the American magazine.

Porter writes, "that the time is approaching, if it has not already arrived, when two questions of highest public importance must be answered.

"First: What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the listening public to be too long and repetitious, or offensive, silly, and in bad taste?

"Second, a kindred and larger question: Is broadcasting to become an almost exclusive medium for advertising and entertainment or will it, in addition, continue to perform public service functions in increasing measure?"

Here is the hottest fact in the whole article. Porter calls upon the dialers to answer these questions and points out that "such discussions among you listeners is especially needed at the present moment, because radio has come to a turning point in its history." There is the big fact - radio has come to a turning point in its history. And there should be more men in positions of power - men like Porter - to hammer at this fact constantly.

The FCC chief also writes: "The air waves do not belong to the Government, or to the FCC, or to the broadcasting stations. They belong, by law, to you - the public. It is right and necessary for you to debate and seriously consider the nature of this guest who comes into your home."

Do you want to discuss the stranglehold the advertising agencies have upon the networks and independent stations? The FCC invites your discussion and the time is ripe for it.

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## Continuation of Foreign Broadcast Intelligence Urged
("Washington Post")

We discovered during the war that the radio broadcasts of foreign countries, those designed for domestic consumption as well as those aimed at spreading propaganda abroad, afforded one of the richest sources of intelligence about their affairs and intentions. We began late in 1940 systematically to monitor these broadcasts through the Foreign Broadcast Intelligence Service which established listening posts at strategic points around the world, translated the babel of tongues which it overheard and sifted the significant from the insignificant. Policy-making officials found the material assembled by this agency of great value in assessing situations abroad. American news services to whom the material was made available found it of great help in collecting news about faraway places.

It does seem to us that the usefulness of the FBIS has by any means ended with the end of the war. However, the agency is due to go out of existence 60 days after VJ-Day, unless Congress should extend its life. Its passing would create a real gap in our knowledge of events abroad. There are parts of the world today - some of the most explosive parts, indeed, such as the Far East and the Balkans - from which news simply cannot be obtained through ordinary channels. Monitoring their radios is the most effective means available to us for finding out what their governments are thinking and saying. It affords a virtually indispensable background for policy decisions.

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## Took Gen. Robert E. Lee 36 Years; Took Elliott Only Four
("Washington Times-Herald")

Chairman Elbert D. Thomas (D), Utah, of the Senate Military Affairs Committee, in response to questions about Elliott Roosevelt a captain becoming a brigadier general in so short a time, said he knew of only six previous cases. Senator Harlan J. Bushfield (R), of South Dakota recalled that Robert E. Lee was in the army 36 years before becoming a brigadier general; Chief of Staff George C. Marshall 35, and General of the Army Dwight D. Eisenhower 30.

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## Fly's Nickel-A-Day "Pig Squeal Plan" Gets FCC Brush
("Variety")

It's anybody's guess now what will happen to ex-FCC Chairman James L. Fly's FM "pig squeal" operation. For the FCC in releasing its regulations for the operation and development of FM turned its back on the Muzak-Subscription Radio, Inc., nickel-apday plan by giving away its 20 frequencies.

As a result of the revised regulations, and the manner in which the band allocations shape up, the "pig squeal" plan is taken out of broadcasting. Now it would require a special set to derive benefits of the Fly operation, whereas had the allocation come through it would have simply meant the insertion of a special tube.

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## TRADE NOTES

A new high-speed radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo, has been opened by the Mackay Radio and Telegraph Company it was announced last week. The distant end of the circuit will be operated by the Government of Santo Domingo.

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The article by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, having to do with the amazing development of atomic energy in warfare, which attracted so much attention in the New York Times recently has been reprinted as a brochure entitled "Science for Life or Death."

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The WPB Radio Industry Advisory Committee will be retained on an "on call" basis until the WPB is liquidated, probably at the end of this year, Director Melvin E. Karns, of the Radio and Radar Division advised the Radio Manufacturers' Association last week.

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Don G. Mitchell, Vice-President of Sylvania Electric Products, Inc., and Vice-President of the Sales Executive Club of New York, was a member of a committee of three which discussed with President Truman the program for the forthcoming Forum on Marketing to be held in New York City beginning October 22 under the auspices of the Sales Executives Club of New York in collaboration with the Advertising Federation of America and the National Federation of Sales Executives.

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The man who succeeds Justice Justin Miller, President-elect of the National Association of Broadcasters, in the District Court of Appeals, is Wilbur K. Miller, a lawyer of Owensboro, Ky., and the man Justin Miller indirectly succeeds at the NAB is Neville Miller, also from Kentucky.

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Ernest A. Vogel of the Fransworth Television & Radio Corp. said first wholesale orders for home television receivers with FM sound were taken last week at a dealers' meeting in Chicago for delivery early next year. Mr. Vogel also said a million-dollar expansion program in the company's plants at Fort Wayne, Bluffton and Marion, Ind., will take place.

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W. H. Autenreith has been appointed Bendix Radio District Manager for Metropolitan New York.

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Sparks-Withington Company - Year to June 30: Net profit, $789,254, equal to 85 cents a common share, against $802,386, or 87 cents a share the year before.

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Stanley Anderson, Radio Editor of the Cleveland Press, refers to the Federal Communications Commission as a "thoroughly democratic federal agency". Spell it with a capital "D", Stanley.

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Preliminary returns from a cross-section survey being made by the WPB Radio & Radar Division indicate that only about 30 percent of the radio industry's pre-V-J Day employment of over 450,000 has been dropped. The employment level of the radio industry, despite cutbacks, is at a higher level than the industry's peak of 110,000 workers for 1941. This would seem to indicate, officials believe, that the radio industry's employment level will remain much higher than it was before the war.

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The name of Simplex Radio Corporation, a wholly-owned subsidiary of Philco Corporation with extensive manufacturing facilities located in Sandusky, Ohio, for the production of automobile radio sets, has been changed to Philco Corporation of Ohio.

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A night shift in its processing division to speed the production of parts so that other departments of the plant can resume work as soon as possible, was announced Tuesday by the General Instrument Corporation in Elizabeth, N.J., manufacturers of radio parts. About 200 employees have been called back, leaving 600 who were laid off after V-J Day still out.

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Private trade may purchase Brazilian mica immediately under certain conditions and after November 30th the government will withdraw completely from mica procurement in Brazil leaving it entirely open to private trade, the Foreign Economic Administration announced Tuesday. Brazilian exporters are obligated at present to deliver all their mica to the U. S. Commercial Company, but under the new arrangement they will be permitted to make deliveries to private trade, provided that they report the quantities and qualities sold. This provision is designed to insure that the United States receives adequate supplies of mica. The U. S. Commercial Company will continue to buy mica through November 30th because of commitments made before the end of the war.

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The country's first radio equipped bus is now in operation on lines of the Washington, Virginia & Maryland Coach Company, General Electric engineers who supplied the FM equipment, said in Schenectady Sunday. The radio was installed in an effort to improve service and will be used as a two-way communication medium between the bus operator and the company's offices in Arlington, Va.

The engineers explained how the radio installation might benefit public and company alike. The bus operator will be able to report immediately any emergency. If a person running to catch the bus suddenly suffers a heart attack, an ambulance can be called. In case of a big fire along a road dispatchers will be able to guide the driver along another route.

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Full transcripts of the testimony of Paul W. Kesten, CBS Executive Vice-President, and Frank Stanton, CBS Vice-President and General Manager, as read into the record of FCC hearings on FM broadcasting last July, have been published in booklet form comprising 44 pages by the Columbia Broadcasting System, captioned "The Transition from AM to FM Broadcasting."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF SEPTEMBER 26, 1945



No. 1698

September 26, 1945

200,000 RADIO WORKERS IDLE; OPA BLAMED; CAPEHART GETS BUSY

Inasmuch as about 200,000 radio workers are marking time along with hundreds of thousands in other industries because of the failure of the Office of Price Administration to fix prices, Senator Homer E. Capehard (R), of Indiana, vigorously urged the Senate to adopt a resolution which he and Senator Millard E. Tydings (D), of Maryland, submitted sometime ago to thoroughly investigate the price fixing policies of OPA.

Senators Robert A. Taft (R), of Ohio; Alexander Wiley (R), of Wisconsin, immediately backed up Senator Capehart. In the meantime Senator James M. Mead (D), of New York, Chairman of the old Truman Committee, was likewise looking into the matter as a result of an appeal from the Radio Manufacturers' Association.

Set makers were apparently paying no attention to a stopgap order issued by OPA which authorized manufacturers of all radio and phonograph parts except tubes, metal stampings and screw machine products to make delivery of original equipment parts to radio set manufacturers at prices that may be adjusted upward later when final reconversion pricing factors are determined. "Parts manufacturers wouldn't do business on such a basis as that", one official said. "When prices were finally set, they might lose their shirts."

"I wish to go on record as saying that, to my mind, the OPA, because of the basence of a sound and practical policy in fixing ceiling prices, is doing more to retard reconversion, is doing more to put men out of work, and is doing more to keep men from securing jobs in private industry today than is any other one agency or factor in our national economy", Mr. Capehart declared, addressing the Senate. "It is my opinion that while we are discussing unemployment - and rightfully so - the time has arrived when this body should ascertain on what basis OPA is fixing price ceilings."

"I am absolutely certain that the present policy being enforced by the OPA is interfering with employment, is discouraging people from proceeding to expand their production, and is checking home construction", Senator Taft interjected. "We hear of all limits being taken off the construction of houses, but that means apparently 'all limits' except price control, and price control on building materials today as enforced by the OPA is such that those who manufacture building materials are not going ahead to manufacture them, because the more they manufacture the more they lose.

"I believe we could make no greater contribution to full employment than by the adoption of the resolution to investigate the whole problem of price control and to eliminate just as much control as can possibly be eliminated."

"We have to ask ourselves, in the case of this problem, what is the cause of unemployment?" Senator Wiley added. "The Senator has struck on one important cause, and we can remedy that if we follow the course the Senator from Indiana and the Senator from Ohio have suggested.

"Another cause is the unwillingness of labor, as everyone knows, to accept the pay which the manufacturing concerns can afford under restricted OPA ceilings. All over America that is inevitable. We are talking about providing jobs. The jobs are here. The men are not willing to work, in places. In every community throughout the Nation there are advertisements in newspapers calling for men to work. The reason is very apparent. There is no willingness to readjust from the wages paid in war industries to the wages which industry can afford to pay under restricted OPA ceilings."

Senator Capehart read this telegram from Noblitt-Sparks, Inc., of Columbus, Indiana:

"Suppliers of radio parts and OPA appeared to be deadlocked over pricing. Result is that we as manufacturers of radios are unable to obtain parts from suppliers. It now appears that radio production will be delayed another month or 6 weeks at least. Many of our employees are on lay-off because of this situation. Understand Mead committee is investigating. Any help you can give to get this matter settled so we can begin production radios will be greatly appreciated."

Senator Capehart read an appeal from Richard A. O'Connor, President of the Magnavox Company at Fort Wayne, Ind., which follows, in part:

"If we were to proceed to ship speakers and condensers on the basis of the interim price ceiling of 9 and 7 percent, respectively, the loss we would sustain in the first year of operation, based on the volume realized in 1941, would amount to $1,127,600.

"We as a company have determined that we will not ship any loud speakers and condensers until such time as the Office of Price Administration recognizes the seriousness of the situation and affords us some relief.

"If relief is not given us and reconversion is thereby delayed, the importance of our production capacity to the radio industry and its reemployment contribution will account for upwards of 30,000 people who will not be reemployed.

"It is my considered opinion that price ceilings on radio components should be entirely eliminated for the following reasons:

"1. There can be no price pattern established for the component industry as such. Each manufacturer presents a different problem in terms of increased costs and production efficiency.

"2. There is absolutely no need for the establishment of a price ceiling on radio parts or, so far as that is concerned, ceilings on radios or radio-phonograph combinations because the capacity of the industry is such that within 6 months to a year of competition - represented by all the companies engaged in the production of this type of equipment prior to the war, plus the many who are entering the market for the first time - will automatically assure a fair and reasonable price to the consumer and a fair profit to the producer."

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FARNSWORTH RESIGNS FROM FARNSWORTH TELE AND RADIO CORP.

Philo T. Farnsworth has resigned as Vice-President of the Farnsworth Television and Radio Corporation. Mr. Farnsworth will continue as a Director and devote his entire time for the company at his research laboratory in Fryeburg, Maine.

Mr. Farnsworth, who was born in Beaver, Utah, and attended Brigham Young University in that State, has been associated with the Farnsworth Television and Radio Corporation and its predecessors since 1926.

E. A. Nicholas, President, informed stockholders at the annual meeting held last week in Fort Wayne, Ind., that the company's reconversion plans are well under way and that its first post-war radio models are expected to come off the production line by the end of October.

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CANADIAN RMA TO RETURN AMERICAN RMA GOOD NEIGHBOR VISIT

Radio industry leaders of the Canadian and American Radio Manufacturers' Associations will hold joint meetings Wednesday and Thursday, October 10 and 11 at the Westchester Country Club in Rye, N.Y. Officers and directors of the Canadian RMA, headed by R. M. Brophy, President, will be the guests of the American RMA at a return meeting following the joing session of the two national organizations last April at Montreal. Prominent government officials of Canada and the U.S. are being invited as speakers at a dinner to be held Wednesday, October 10th.

There will be separate meetings of the U.S. and Canadian governing boards. The Canadian board will meet October 10, with the American RMA officers and Directors as guests. The American RMA Board will meet on October 11, with R. C. Cosgrove, President, presiding, and with the Canadian visitors as guests. A reconversion agenda has been prepared for the American RMA Board meeting, which will include production, pricing, and other postwar problems, together with plans for RMA projects and activities for 1945-46.

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# WHEELER DISCUSSES COMMUNICATIONS AND FCC WITH TRUMAN

Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Interstate Commerce Committee, had a session with President Truman at the White House last Friday. The main object of the visit, according to Senator Wheeler, was to discuss the international communications situation but it is believed that he may have talked with the President with regard to Congress more closely defining FCC power in connection with the sale of broadcasting stations based on questions raised by the recent Crosley-Aviation Corporation sale, including Station WLW, and the Federal Communications Commission turning to Congress for more specific authority upon which to act in such cases.

Senator Wheeler said he had urged Mr. Truman to see to it that the Government develops a unified policy on international communications so legislative steps may be taken to implement the policy by the Committee.

Mr. Wheeler said that thus far Government agencies had not reached agreement on a unified program and he strongly recommended to the President that something be done to reach such an agreement.

Whether or not he spoke to the President about it, crystallized by the WLW sale to Avco, Senator Wheeler has in mind legislation which would forbid the licensing of stations to corporations whose chief interests are in business other than broadcasting. It was said that the Aviation Corporation had no particular interest in radio but took WLW in order to gain possession of the Crosley household utilities and the Crosley sales and manufacturing organization.

The Montana Senator is against having broadcasting "fall into the hands of a few monopolies and holding companies". He believes the FCC should have authority to say whether a manufacturing corporation should go into the broadcasting business. It is his belief that the Commission should have the power to determine whether sale prices of stations are too high. Furthermore Senator Wheeler is of the opinion that station licensees should concern themselves more with program content. "The advertising agencies control most of the network programs of the country. The people of Montana get what the New York agencies think they should hear." Senator Wheeler said if the Commission doesn't have the power to protect the "little fellow and keep monopolies out", it's time for Congress to act or else "we'll have government ownership of radio and I don't want to see that."

Senator Wheeler is understood to believe the FCC is more nearly in accord with his ideas than formerly; also that the general public would welcome the innovations. Furthermore that the broadcasters themselves would take more kindly to the tightening up now rather than get "something worse" if Congress should decide to take over.

One of the recommendations the FCC made to Congress following the 4 to 3 decision approving the Crosley-Avco sale was that in the future no broadcasting property should be sold by a licensee to a bidder unless the amount of the bid is made public for 60 days and all aspiring broadcasters are given an opportunity to match the bid and be considered for the facility.

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MYSTERY OF MR. VERSLUIS, NEWEST NET OPERATOR, DEEPENS

Leonard A. Versluis, President of the Associated Broadcasting Corporation, of Grand Rapids, Mich., who dashed into Washington a week ago last Sunday long enough to launch a brand new national network, apparently still has the boys guessing as to just where he got enough money to start anything as big as that. (The last venture of this kind the writer recalls was when Ed Wynn started a network and almost lost his shirt. If memory serves us correctly, Ed, in no joking humor, told us his experience as a network owner cost him something like $200,000).

According to the best information available, Mr. Versluis has interested no outside money in the Associated Broadcasting Corporation and the money invested is largely his own. As was said last week, Mr. Versluis made it in the photography business. Then he bought Station WLAV in Grand Rapids, Michigan.

Through this station, Mr. Versluis came in contact with some clergymen who wanted to buy time all over the country. He arranged special network programs for them through an agency which he established. The profits on the religious programs encouraged him to start a network. The new company is still reported to have no outlet in New York or Chicago - no studios - no program staff and only a small amount of time reported sold other than religious programs. Sales organizations in both New York and Chicago were said to be very small. Competitors express doubts as to the network's success but nevertheless are watching it with interest.

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FCC COMMISSIONER WILLS REPORTED IMPROVING

FCC Commissioner William H. Wills, former Governor of Vermont, who was stricken with a heart attack last week, is said to be gaining strength each day. His office reported that Commissioner Wills expected to be allowed to sit up in bed tomorrow for the first time.

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MARK WOODS WINS OUT AT ABC; EXIT ADVERTISING AGENCY BOYS

Sitting tight and letting nature take its course, Mark Woods, President of the American Broadcasting Company scored a complete victory over Chester L. LaRoche, executive head and former advertising agent, who tried to run the network as he would an advertising agency and with advertising agency people in the saddle. According to all acounts, the experiment failed and Mark Woods came out on top.

Although the situation had been watched with considerable interest by the trade for some teim, the first public mention came with the following announcement last week:

"Chester J. LaRoche, Vice-Chairman of the American Broadcasting Company, who has been executive head of the company, will no longer continue to be active in an executive capacity. He will continue as a stockholder, director and advisor to the American Broadcasting Company. It is Mr. LaRoche's desire to devote increasing attention to other business interests and public service."

Closely following this a memo was sent to all personnel that Mr. Woods would take over the duties of Mr. LaRoche and that all departments would report to Mr. Woods "effective immediately". About that time, Mark's telephone began ringing and congratulatory messages, telegrams and letters have been pouring in ever since.

Although Mr. Woods has announced that no radical policy changes will be made, it is a foregone conclusion that the organization will receive quite a going over.

One of Mr. Woods first announcements was that Charles C. Barry, who has been acting as Washington representative of the American Broadcasting Company, will return to the New York office as National Program Manager, effective October 1st. Mr. Barry will report to Adrian Samish, who now heads the Program Department of ABC.

Mr. Barry is well known in radio circles, having been first associated with Station WMAL, Washington, and then with the Program Department of the National Broadcasting Company. When the Blue Network - the predecessor of the American Broadcasting Company - was separated from NBC, Mr. Barry became one of the principal program executives and until June 29, 1945, served as National Director of Program Operations. At that time he was named Washington representative of ABC, holding that position up to the time of his new appointment.

Mr. Woods also announced the resignation of Fred Smith, Vice President and Director of Advertising and Promotion of the American Broadcasting Company, effective October 1, 1945. Mr. Smith, formerly Assistant to the Secretary of the Treasury, has announced no definite future plans. However, he has indicated that he will probably establish his own public relations and promotional office in the near future.

Edgar Kobak, now President of Mutual, was the first to leave ABC under the LaRoche regime. He was quickly followed by Robert D. Swezey, Phil Carlin, and others.

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MILLER TO CUT DINNER TO MAKE FIRST BROADCAST AS NAB PRES.

Justin Miller will get a taste of the hard life a broadcaster leads when he will have to leave the big dinner to be given in honor of his assuming the presidency of the National Association of Broadcasters to make his first broadcast after assuming office next Tuesday night, October 2nd.

The dinner will be held at the Statler but, according to present plans, Mr. Justice Miller will go to the studios of WTOP seven or eight blocks away to speak over CBS at 10:30 P.M. EST.

Just as there never are any reporters present at a Gridiron or White House Correspondents' Dinner, no portion of the NAB dinner is to be broadcast. At least that is the present idea.

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ARE FCC TELEVISION PROPOSALS TEMPORARY?

The most recent FCC proposal regarding television allocations seems to put a "temporary occupancy" sign on all television channels below 480 megacycles. The Commission invites applications for experimental stations between 480 and 920 megacycles for two reasons:

1. To make possible a truly nation-wide and competitive television system.
2. To develop color pictures and superior monochrome pictures through the use of wider channels.

Neither of these objectives is possible with the limited number (13) of narrow channels (6 mc.) television occupies today. Both, incidentally, were originally set forth on April 27, 1944, when the Columbia Broadcasting System first proposed moving television into ultra-high frequencies and wide bands of transmission.

Although there had been some talk that the hearing on the new television proposals set for Thursday, October 4th, might be postponed, it was said at the Commission today (Wednesday) that the original date still held.

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## WITH A NEW ZENITH YOU CAN CUT OUT THE PLUG-UGLIES

In revealing post-war developments in the foot control of automobile radios, a safety device that permits the driver to keep his hands on the wheel and his eyes on the road while tuning in different stations, and adjusting volume, the Zenith Radio Corporation states that another new development in the foot control is a silencing button for use in emergencies or when undesired sections of the program occur. When stepped on by the drive, this ingenious device silences the radio for a period of one minute, and then automatically turns it on again so he doesn't miss the balance of the program.

Zenith reports an estimated consolidated operating profit for the first quarter ended July 31, 1945, of $993,336, after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at $456,975 net.

"Immediately following VJ Day the company's war production contracts were almost entirely cancelled", Commander E. F. McDonald, Jr., President of the Company says. "This enabled the company's production engineers to begin the installation of a new modern manufacturing technique which will permit the company to turn out twice as many radio sets as before the war. This new manufacturing technique required the construction of an additional building which is now in the process of construction and will be completed approximately November 1st adjoining the company's present plants.

"On October 15th and 16th the company will show its new postwar models to its distributors. This showing will be followed by regional showings in 76 large cities where the new models will be displayed to the company's 20,000 dealers. The models to be shown will include radio receivers of advanced design, a new line of combination phonograph and radio models, newly designed portable models and new frequency modulation receivers engineered to operate on the recently changed wave lengths."

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## STAMFORD CASE TO AGAIN RAISE NEWSPAPER STATIONS' ISSUE

The hearing on the sale of Station WSRR of Stamford, Conn., to the Stamford Advocate, set for October 4th, but which has just been postponed to October 9th, will once more bring up the question of newspaper ownership of broadcasting stations.

WSRR at Stamford, of which Stanley R. Rintoul is chief owner, is the only broadcasting station in Stamford and the Advocate is the only newspaper.

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## SECRET RADAR PROXIMITY FUSE HAILED

Receiving a tremendous amount of publicity the secret radar proximity fuse has been hailed by Acting Navy Secretary Hensel as ranking next to the atomic bomb as the most revolutionary development in the field of military science.

As officially described, the "proximity fuse" is radar in miniature - an extremely rugged five-tube radio sending and receiving set occupying a space no larger than a pint milk bottle. Placed in an artillery shell, it transmits "impulses" at the speed of light and when these "impulses" are reflected back at the same speed by the objective toward which the shell is moving, the explosive force is automatically set off within seventy feet of that objective.

This makes for a degree of accuracy never before achieved. It is what explains why our Navy anti-aircraft gunners were able to shoot down so many Japanese planes; it explains why the V-1 "buzz bomb" offensive against London was finally smashed; and it explains why the Nazis were terrified and completely baffled during the Ardennes break-through last December, when the fuse was used for the first time on land. Its significance is that it can set off a bomb above ground directly over the target, thus greatly increasing the destructive blast effect, which might otherwise be largely absorbed by the earth or some heavy structure receiving a direct hit.

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## LUGS BASS DRUM UP 25 STORIES IN N.Y. ELEVATOR STRIKE

Pity the poor bass drummer at WOR during the New York elevator strike who climbed 25 flights of stairs with his instrument only to get there and discover that his show was going to be done from the Guild Theatre!

WOR and MBS, with offices on the 23rd, 24th and 25th floors at 1440 Broadway, was one of the first buildings affected by the walkout. Programs, however, were quickly switched to the Guild and Longacre theatres.

The strike was called at 8:30 but WOR-MBS made arrangements to have food delivered to employees who were marooned and expected delivery some time between 12:30 and 1 P.M. J. R. Poppele, WOR's Chief Engineer, issued ration stamps to make sure that each employee got the one sandwich and one cup of coffee that had been ordered for him.

On the 85th floor of the Empire State Building, two engineers of the National Broadcasting Company had announced that they were prepared for a three-day siege in their television office. One of them, Joseph J. Lombardi, 45 years old, of Baldwin, Long Island, departed when he heard that his son Frank had returned from overseas.

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## RADIO MAY BE BEAMED TO YOU EXCLUSIVELY ALL OVER THE HOUSE

"The radio in the living-room of the average Washington home within the next five years may well contain facilities for receiving FM, television, and facsimile, together with a tiny home recorder and record-playing device", declared Maurice B. Mitchell, WTOP Promotion and Publicity Director at a meeting of the Washington, D. C. Optimist Club on Tuesday.

"It will soon be possible", Mr. Mitchell said, "to sit in your easy chair in any part of the room in which you have a radio and have the particular broadcast you are listening to beamed across the room in such a manner that nobody but yourself can hear it."

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## SENATE CONFIRMS LUTHER L. HILL AS BRIG. GEN. U.S.A.

Following his nomination for that high rank by President Truman, the Senate on Tuesday confirmed Col. Luther L. Hill, Deputy Director of the War Department Bureau of Public Relations as Brigadier General.

A graduate of West Point, General Hill was on inactive status between 1923 and 1942. In 1936 he became Vice-President and General Manager of the Iowa Broadcasting Co. (now Cowles Broadcasting Co.). He is now on leave from the post of Executive Vice-President of that company.

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## CARL HOLLATZ JOINS RAYTHEON

Carl J. Hollatz, former Manager of Ken-Rad Division of General Electric Company, has joined Raytheon Manufacturing Company in an executive capacity. He was born in Madison, Wisconsin, and attended the University of Wisconsin. He became associated with Westinghouse Manufacturing Company in 1918 and worked in the Incandescent Lamp Division.

In 1929 Mr. Hollatz started the Indianapolis radio tube plant of Westinghouse and remained in that plant until it was taken over by the Radio Corporation of America, when he joined the organization of RCA, continuing on until 1932. At this time Mr. Hollatz became associated with Ken-Rad Tube and Lamp Corp. of Owensboro, Kentucky as Executive Vice-President. He held this position until Ken-Rad sold its tube activity to General Electric in January, 1945, when he was appointed Manager of the Ken-Rad Division of General Electric.

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## BBC IS PROUD OF GEN. IKE'S TRIBUTE

Christopher Cross, Public Relations Manager of the British Broadcasting Corporation in New York, in sending out a photograph of the citation of General Eisenhower, Supreme Commander of the Allied Expeditionary Forces, writes:

"We, of the British Broadcasting Corporation, are proud of the tribute paid to us by General Eisenhower. It is a great satisfaction to know that our efforts to be of service to the Allied Forces in Europe were successful."

The citation, the original of which occupies a place of honor at BBC's Broadcasting House in London, reads:

The Supreme Commander
Allied Expeditionary Force
Gratefully Acknowledges
The Services Rendered By
The British Broadcasting Corporation
in providing a most excellent radio
service of news and entertainment
The Allied Expeditionary Force Programme
for the Members of the Allied
Expeditionary Force during the
Continental Operations for the
Liberation of Northwest Europe
1944-1945

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## LA GUARDIA SWEARS IN NEW POLICE COMMISSIONER VIA RADIO

Maybe to show how good a showman he is on the air, and possibly to cinch that fat radio contract supposed to be waiting for him at the end of his term, Mayor LaGuardia turned the swearing in of his new Police Commissioner Arthur W. Wallender into a dramatic performance as a part of the Mayor's regular broadcast over the Municipal Station WNYC last Sunday afternoon. Carrying out the radio motif, he had former Police Commissioner Valentine, who only a week ago resigned to become m.c. of "Gangbusters", pin the gold shield on the new Commissioner.

Fiorella even got in a nifty for Valentine's sponsor, the L. E. Waterman Pen Company, by saying:

"I just offered my pen, the property of the City, to Commissioner Wallender, to sign the oath of office, but Lew Valentine jumped up and said: 'Here take my Waterman.'"

Mr. Valentine laughed heartily and said: "Thanks for the plug, Mr. Mayor."

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## NAT'L RADIO WEEK, NOV. 4-10, TO CLIMAX 25TH YEAR CELEBRATION

Spearheaded by full cooperation from each of the four major networks, National Radio Week, November 4-10, will climax the observance of Radio's Twenty-Fifth Anniversary for the year 1945.

Meeting in New York City last week, officials of the American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Company outlined programming and promotion plans to celebrate twenty-five years of American radio. Officials of the new Associated Broadcasting Company, unable to be present due to their own network management meeting, asked to be acquainted with the plans so that Associated may participate.

Network representatives at the New York meeting were:

from the American Broadcasting Company - H. B. Summers, Adrian Samish and Norman J. Ostby;
from Columbia Broadcasting System - George Crandall, Douglas Coulter, Paul Hollister and William C. Gittinger;
from Mutual Broadcasting System - Robert Swezey, Phillips Carlin, Edgar James, Francis Zuzulo and Robert A. Schmid;
from the National Broadcasting Company - William S. Hedges, C. L. Menser, Easton Woolley, James Nelson and Syd Eiges.

The dates, November 4-10, for National Radio Week, were selected by the Public Relations Committee of the National Association of Broadcasters in collaboration with the Committee on Network Participation in Radio's Twenty-Fifth Anniversary, composed of Mark Woods, ABC; Dr. Frank Stanton, CBS; Robert Swezey, MBS and Frank Mullen, NBC.

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## SENATE O.K.'S THREE NEW DISTRICT COURT OF APPEALS JUDGES

The Senate on Tuesday confirmed the appointments of three Associate Justices of the District Court of Appeals, the higher court which passes on Federal Communications Commission decision. They were former Senator Bennett Champ Clark, of Missouri; E. Barrett Prettyman, a Washington lawyer, and Wilbur K. Miller, of Kentucky, who succeeds Justin Miller, new President of the National Association of Broadcasters.

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Keenan Wynn, playing the part of a phoney professor explaining television on the Charley McCarthy hour said; "Television is so complicated it takes two men to understand it."

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## SCISSORS AND PASTE

### Sky-Top Television Chain Sought For Pacific Coast
(Albert D. Hughes, Radio Editor, "Christian Science Monitor")

Measured in its significance to the world of communication, the nation-wide radio relay system on microwaves planned by the Raytheon Company of Waltham, Mass., New York, and Chicago, is as fundamental as the invention of the telegraph itself.

In other words, the radio relaying network proposed by Raytheon intends to perform the same sort of common carrier role over radio frequencies as do the telegraph and the telephone over the wires. Hence, approval of Raytheon's plans by the Federal Communications Commission would provide the company with a service stature equivalent to those corporate giants of communication, the Western Union Telegraph Company and the American Telephone & Telegraph Company.

On March 16, Rahtheon amended its original application for a nation-wide radio relay network to include a petition for a new Pacific Coast "sky-top" television relay chain and microwave relay system - so-called because it proposed to leap between the highest mountain peaks of the Rockies, Sierra Nevadas, and Cascades by means of relay stations erected on their summits.

As a case in point, the proposed network from Seattle, Wash., to Los Angeles, Calif., for instance, would go by way of suitable radio relays near Seattle to the nearby summit of Mt. Adams in Washington. From this point the radio traffic would be received, amplified and relayed to Mt. Shasta, Calif., to Mt. Tamalpais, near San Francisco, to San Gorgonio Mt., near Los Angeles, and thence by relay to the city itself.

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### Liquidation of FCC Intelligence and Foreign Services
(Jerry Klutz in "Washington Post")

Lay-offs will have to be made by the Federal Communications Commission in its radio intelligence and foreign broadcast services. The House Appropriations Committee recommended a cut in its money for these activities from $2,430,000 to $1,500,000, which the Committee said "should permit a gradual tapering off and yet finance all liquidation costs." Chairman Paul Porter suggested to the Committee that the Radio Intelligence Division be merged with its field division and be carried on as a permanent part of the Federal Communications Commission. But the Committee says liquidate. Chairman Cannon explains that the RID is not specifically provided by law and FCC must get its act amended to provide it before funds can be voted. Instead of monitoring foreign broadcasts, the Committee suggests the use instead of dispatches from foreign correspondents and State Department reports.

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## With Restraint
("Editor & Publisher")

Confident that television has a bright future ahead of it, Edgar Kobak, President of Mutual Broadcasting System, nevertheless cautions overenthusiastic optimists to lower their sights.

In an article in the September issue of Sign, National Catholic magazine, Mr. Kobak warns: "Don't look for such rapid developments in television inside of five or ten years. It will take longer than that, since television must attain three major goals - stations, receiving sets, and programs."

Television has suffered from too optimistic publicity, he said, and "false public hopes have been built up".

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## More Quietly, Please
(Jack Gould in "New York Times")

The private individual who likes it but loud can employ a variety of techniques to insure a major disturbance to the community calm. Cursory research might classify the types in this order:

(1) Open-Window Menace: This offender perches his little superheterodyne on the sill, there to let the speaker's cacophonous outpourings bounce up and down in apartment courtyards or across suburban fields. And his is the only set for miles around that never dies for lack of a new tube or a condenser.

(2) Boogie-Woogie Beater : In this case the offender is usually in the apartment overhead.

(3) Busy Bee: The listener who is too preoccupied to listen is ever with us. The trick is to turn on the radio in the most remote corner in the house and then proceed to other duties in rooms far distant. The radio may be in the kitchen, for instance, but the housewife dusting upstairs misses nary an emotion in Young Dr. Malone.

(4) Oh, Boy, Oh, Boy Department : There's one of these at every party after midnight. Up goes the volume after every round.

(5) Up-and-at-'em: Before bath, shave or first cup of coffee, aver this gentry, there must be a dash of the Dorsey, trombone or the Sinatra swoon, preferably on a Sunday morning.

(6) Mad About the Dial: The defendant in this case cannot decide what program he wants to hear. He tries 'em all.

(7) Rumble-Seat Cowboy: Lacking gas coupons, junior parks his snappy roadster in the heart of the residential section and plays the big shot to the accompaniment of the Milkman's Matinee.

(8) Super-Market : Every member of the family has his own set. Father is devoted to the American Album of Familiar Music, mother to Gabriel Heatter and daughter to WNEW. Only the Messrs. Hooper and Crossley are known to approve.

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## TRADE NOTES

The FCC clear channel hearing is now set for Thursday, October 23rd.

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Those who have attended radio hearings in the Senate and have seen him in action, will know how the sparks are bound to fly if Senator Burton K. Wheeler adheres to his plan to sit on the sessions of the Congressional Committee investigating Pearl Harbor. Senator Wheeler says he has a number of questions to ask.

"If these questions are not asked by members of the Committee, I shall, through exercise of senatorial courtesy, put them myself", he said. "The truth was the first casualty at Pearl Harbor and it is now time that truth be given first aid."

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Prencinradio, Inc. is among the 20 Government corporations which a bill introduced by Representative Rees (R), of Kansas, would abolish by July 1st.

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The National City Bank of New York has been appointed transfer agent for 500,000 shares of common stock of $1 par value and 50,000 common stock purchase warrants of Hamilton Radio Corp.

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The radio industry, marshalling 550,000 workers in 1600 factories, produced over $7-1/2 billion of military radio-radar and communications equipment since 1941, according to official WPB records. This stupendous war production, in four years, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, said, was several billions more than all previous civilian radio produced in the U.S. since the commercial birth of radio in 1922.

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The new Attorney General Tom Clark, making his first public appearance at the National Press Club in Washington last week, reminded one listener very much of Capt. Harry C. Butcher, U.S.N.R., aide to General Eisenhower. This despite the fact the men do not look at all alike.

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Among the articles in the International Review for August published by the I. T. & T. are "Chile, Land of Infinite Variety", "Deep Sea Trouble Shooters - the Saga of a Submarine Cable Repair Job" and "The Story of the International Standard Electric-I.T.& T.'s manufacturing and Sales Organization which Covers the World."

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A plan was approved by General MacArthur in Japan to manufacture and encourage the sale of all-wave radios, which will permit the people to hear foreign broadcasts. During the war the purchase and use of all-wave radios was prohibited.

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President Truman Tuesday signed legislation returning the Nation to Standard Time, effective at 2 A.M. Sunday, Sept. 30. On that day clocks must be turned back one hour to end daylight saving or war time.

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With the end of hostilities, most radar projects have tapered off, but the program of installing ship search radar equipment on merchant type and troop transports has been expanded to insure a safe and speedier return of servicemen from overseas.

Raytheon Manufacturing Co. has announced that its models SO-1 and SO-8 radar systems are being installed in all new troop transports as well as those not previously equipped with Raytheon's ship search radar.

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Direct cable service between the United States and Holland was re-established yesterday by The Commercial Cable Company. Announcement of the resumption of service was made by Warren Lee Pierson, President of American Cable & Radio Corporation with which Commercial Cables is associated. Communications with Holland terminated in May, 1940, when the country was invaded.

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Aviation Corp. stockholders will vote October 18 on issuance of 500,000 new preferred shares and an increase in authorized capital stock to 10,000,000 shares.

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Dr. O. H. Caldwell, editor and electrical engineer, will talk on the topic "Home Receiving Sets" during the intermission period of the Columbia Broadcasting Symphony, Sunday, Sept. 30 (WABC-CBS, 3:00-4:30 PM, EST).

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"Radio's Daytime Serial", a digest of a talk given by Frances Farmer Wilder, CBS Consultant in Daytime Programs, to educational and civic groups, has been printed in pamphlet form. Says CBS:

"The daytime serial program as a type is one of the most popular and interesting products of modern radio. To a searching study of the listening-habits, ingredients, and effects of these programs CBS devoted the best part of two years. We hoped that out of such an analysis might emerge reliable guidance toward making them even more interesting to the listener, and thus more effective to their manifold sponsors. The results of this study are set forth in plain language and picture in this talk. The guidance, we believe, is present, apparent, and constructive.

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Arrangements have been completed with DuMont television station WABD for the resumption of American Broadcasting Company programs with two half-hour programs a week for 13 weeks beginning October 2nd. Broadcasts will be on Tuesday and Thursday evenings.

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WOL, Cowles' Washington outlet, officially launched the 1945 Community War Fund Drive on Friday, September 21, with a special presentation featuring Walter Houston, noted actor, and the official Army Air Forces Band.

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Key to all television operation, according to Westinghouse engineers, is persistence of vision - the common optical characteristic which enables the eye to retain what has been seen for a fraction of a second after the image has been removed.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF OCTOBER 3, 1945.



No. 1699

October 3, 1945

# I T & T REVEALS WAR SECRET PULSE TIME MODULATION DETAILS

A revolutionary development in radio-telephony, said to be capable of making possible a nation-wide long distance telephone system without wires, a wartime secret, was revealed last week in New York by the Federal Telecommunication Laboratories of the International Telephone and Telegraph Corporation at the International Telephone Building. The development, known as Pulse Time Modulation, for the first time produces a system whereby twenty-four or more conversations can be carried on the same radio frequency simultaneously without interference with each other.

The PTM system is also applicable to the transmission of color television with sound on the same Micro-ray channel, Federal engineers asserted. If used for radio broadcasting, it would make possible the simultaneous transmission of twelve different programs from the same station, they said. Public demonstration of PTM in color television transmission, the engineers said, awaits further refinements in the art of full color broadcasting, which they expect "any day".

An outstanding telephonic feature of PTM, Federal engineers explained, is that telephone exchanges employing the system are automatically operated, reducing operational costs to the minimum and thus providing cheaper service. Absence of wires means little maintenance costs, they added, and little hazard of interruption of service due to floods, wind and ice storms.

The PTM system is the culmination of years of work in the I. T. & T. laboratories here and abroad and stems from the successful experiments of more than a decade ago by the system's laboratories in France and England with the Micro-ray across the English channel. Its final development was greatly accelerated during the war and it was not until last Thursday that the Navy Department lifted the war-time restrictions against publication of information concerning it.

The demonstration was conducted on the 32nd floor of the International Telephone Building, from which the PTM channel was beamed to a repeater station at Telegraph Hill, near Hazlet, N.J. From there the signals were beamed to a second repeater station at the new Federal laboratories at Nutley, N. J., and thence back to the top floor of the building in New York. Although the circuit started and finished at 67 Broad Street, it constituted an 80-mile long-distance telephone circuit. Federal engineers stated the circuit could be 8,000 miles long or more and still maintain the same quality of transmission. They explained repeater stations must be installed at intervals of approximately 30 miles along the circuit

as the extremely high frequency Micro-ray energy travels on the line of sight.

The repeater stations boost the strength of the Micro-ray energy without causing the distortion that sometimes results from wire-line repeaters, the engineers stated. The repeater stations operate automatically and are entirely without human attendance. Those at Telegraph Hill and at Nutley are located atop hugh towers.

The engineers explained that, in effect, the PTM system "chops" the conversation up into small bits and fits them back together again at the point of reception. The transmitter hurls the signals out over the Micro-ray beam at 1,300 million vibrations a second. The pulses are so rapid and the bits of conversation fitted so compactly in time intervals that when they are filtered at the receiving end and each conversation is re-integrated, the human ear is incapable of detecting the process. A faithful reproduction of each of the twenty-four speakers' voices is produced, each one being selected automatically for the receiving station individually called.

The key to the filtering process is the Cyclophon tube, also developed by the Federal Laboratories. Federal engineers compare the audible results which PTM presents to the ear with visual effects which the motion picture presents to the eye. Although the screen in a motion picture theater is completely dark much of the time that a film is being shown, the eye is not quick enough to detect the dark intervals. The effect of PTM on the ear, the engineers said, is as flawless as the effect presented to the eye by the modern movie.

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## POLL SHOWS FM TRANSMITTERS CAN'T BE DELIVERED BY DEC. 1

The Federal Communications Commission has been advised by the Radio Manufacturers' Association that a poll which they have made of manufacturers reveals that it will be impossible to deliver transmitters in time for FM broadcasters to get on the air on the new FM band by December 1st and start programs January 1st.

It has been learned that this information has been conveyed to Chairman Paul Porter of the FCC in a letter from Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, written on September 24th, at the direction of R. C. Cosgrove, President of the Association.

The letter was not made public but read as follows:

"For the information of the Federal Communications Commission regarding production and delivery of FM transmitters for service on the new frequencies assigned recently by the Commission, transmitted herewith, by direction of President R. C. Cosgrove of the Radio Manufacturers' Association, is a report covering a recent survey made by the Broadcast Transmitter Section of the RMA Transmitter Division. Mr. C. W. Miller of Westinghouse Electric Corp. of Baltimore, Chairman of the RMA Broadcast Transmitter Section, "polled" the manufacturers of FM broadcasting transmitters regarding production and availability of transmitters which will cover the new FM frequencies. Following is the report submitted September 6 by the Broadcast Transmitter Section to the Executive Committee of the RMA Transmitter Division, whose Chairman is Mr. C. J. Burnside:

"'As a result of widespread interest in the broadcast field as to the availability of broadcast transmitters for the new FM band recently announced by FCC, the Chairman of the Transmitter Section of the Transmitter Division polled the manufacturers of FM broadcast transmitters on the question of probable delivery dates.

"'The consensus of the data received from seven companies, indicating their intentions to build some or all of the FM transmitter ratings, indicates that the transmitters in the power range 250 watts to 3 KW will begin to become available between February and May of 1946 from six manufacturers. The 10 KW rating will begin to become available between April and August 1946 from three manufacturers.

"'Availability dates for ratings above 10 KW are still undetermined by most manufacturers.

"'In this poll no information was obtained as to the possibility of converting existing stations to the new frequency band or of the time which might be required to do so.'"

Commenting upon the letter, a well-known FM authority said

"You will note they are silent on the subject of when deliveries of 10 KW jobs can be made, and all the important stations are 10 KW or over. Also it is usually six months from the time deliveries are made on transmitting stations before they are on the air."

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WESTINGHOUSE JOINS TELEVISION BROADCASTERS

The Westinghouse Electric Corporation, manufacturing division, of Baltimore, Md., has been admitted as an affiliate member of the Television Broadcasters' Association, Inc.

Syracuse University and Western Reserve University have been added to the Association's educational roster.

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OFFICIAL WASHINGTON HELPS INAUGURATE 15TH PRES. OF NAB

Former Justice Justin Miller, who served on the U. S. Court of Appeals for eight years, was given a great send-off as new President of the National Association of Broadcasters at the Statler in Washington last night (Tuesday).

There was merriment when Don S. Elias, of WWNC, toastmaster, introducing Paul A. Porter, Chairman of the Federal Communications Commission, said: "We all have great respect for him. There is a reason for this and I don't have to elaborate."

Chairman Porter said, "The Commission is now at grips with the heaviest burdens in its history. He predicted capital expenditures and production of consumers goods in excess of five billions of dollars in the communications field alone during the next few years. This means jobs and an unprecedented expansion in facilities and services. The speed with which these developments begin depends in no small part upon the facility with which the FCC discharges its functions and it is making every effort to avoid becoming a bottleneck."

Mr. Porter further forecast between two and three thousand FM stations within the next several years, and television stations in 187 key cities within five years.

At the end of five years of full production of television sets, Mr. Porter said, one manufacturer told FCC recently home users will be buying one billion dollars worth of television sets each year.

The FCC Chairman said a transcontinental, coaxial cable to carry television broadcasts, as well as "heavy telegraph traffic" is now being laid by Bell Telephone Co. at a cost of 56 million dollars.

The speaker said that the Western Unionproposes to modernize its entire telegraphic operations and do away with telegraph poles by using frequency modulated carrier channels on radio beams, telefax, and facsimile.

J. Harold Ryan, retiring President of NAB, who received a tribute second only to Judge Miller, said, in part:

"The National Association of Broadcasters is the oldest organization connected with broadcasting. It was founded in 1922 by pioneer companies interested in radio and broadcasting and its first President was Commander Eugene F. McDonald, Jr., now President of Zenith Radio Corporation. In the twenty-three years since its founding the Association has grown from a group of a few members to one composed of 667 stations, 2 networks and 39 associate members, a total of 708 members.

"We hear a great deal at the present time about the over-commercialization of radio. Some of this is justified. Now that we are returning to ways of peace it will be the concern of every prudent station manager to see that his station does not offend his listeners in this particular. I cannot but wonder, however, if some of the complaints about commercialization may not unintentionally be aroused by the very patriotic action that broadcast stations have taken during the war in carrying messages from the Government, its departments and agencies.

"Not only did the formation of BMI bring a healthy competition into the music business and furnish opportunities for rising young musicians, who might otherwise have been denied them, but it has enabled broadcasting stations in five years to obtain the licensed numbers of both ASCAP and BMI for $16,600,000 less than the broadcasting industry would have paid to ASCAP alone under the terms of the contract which was in effect in 1939 and which ASCAP refused to renew. This fight against the monopolistic tendencies of ASCAP was the first example of what the combined forces of the broadcasting stations of the country could do.* * *

"The radio stations of America now licensed have the possibility of producing as many as 65,000 15-minute programs in a single day. * * *

"As an advertising medium the growth of radio has been most phenomenal. Starting with 1927, which is the earliest year for which cumulative figures are available, radio did approximately $5,000,000 of advertising with 7,000,000 radio sets in use. Last year, with 60,000,000 radio sets, the value of all broadcast advertising was approximately $391,000,000. In the field of national advertising alone radio leads, exceeding the dollar amount carried in either magazines or newspapers. In 1944 the national advertising on the radio exceeded by $100,000,000 the amount carried in newspapers. In the field of local advertising radio stands at a considerable disadvantage to newspaper totals, figuring in 1944 only about one-quarter of the dollar volume."

Distinguished guests included Gen. George C. Marshall, Gen A. A. Vandegrift, Commandant U.S. Marine Corps; Senator Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee; Joseph W. Martin, Minority Leader, U. S. House of Representatives; Senator Wallace White, of Maine; Ewin L. Davis, Chairman of the Federal Trade Commission; Attorney General Clark; Justice Stanley Reed, U. S. Supreme Court; Secretary of the Treasury Fred M. Vinson; Postmaster General Robert E. Hannegan and Glen Bannerman of the Canadian Broadcasters' Association.

Such a large number was present and so many notables (some of the diners sitting almost back on "K" Street about a block away) that it was impossible to tell who was there and who was not. Almost lost down in the crowd was James L. Fly, former Chairman of the FCC, now practicing law in New York.

Among those from the industry listed at Head Table No. 1 were:

Charles R. Denny, Member, Federal Communications Commission; A. D. Willard, Jr., Executive Vice-President, NAB; E. K. Jett, Member, Federal Communications Commission; Maj. Gen. Frank E. Stoner, Chief, Army Communications Service; Maj. Gen. Harry C. Ingles, Chief, U. S. Army Signal Corps; Mark Woods, President, American Broadcasting Company; Paul Kesten, Executive Vice-President, Columbia Broadcasting System; Alfred McCosker, WOR, Ex-President, National Association of Broadcasters; Niles Trammell, President, National Broadcasting Company; Edward J. Noble, Chairman of the Board, American Broadcasting Company; Edgar Kobak, President, Mutual Broadcasting System; Rear Admiral Joseph Redman, Director, Naval Communications Division; Paul A. Walker, Member, Federal Communications Commission.

Among those listed at Head Table No. 2 where NAB District Directors were seated, were:

Kolin Hager, WGY, Schenectady; Frank M. Russell, Vice-President, National Broadcasting Company, Washington; James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC, Hartford; J. Leonard Reinsch, WSB, Atlanta; Frank Stanton, Vice-President and General Manager, Columbia Broadcasting System; and T. A. M. Craven, WOL, Vice-President Cowles Broadcasting Company, Washington.

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## MILLER, NEW NAB PRES., IN MAIDEN SPEECH SOCKS PLUG-UGLIES

Although Justin Miller, new President of the National Association of Broadcasters, has made no pretense at having great knowledge of radio, he revealed the fact at the big dinner given in his honor by the broadcasters last night (Tuesday) in Washington that he was quite familiar with the plug-uglies and gave them a resounding whack. Assuming for the moment his old judicial role, the former Justice of District Court of Appeals said:

"In family and social life we are familiar with self-disciplines which do not require the sanction of law. It would be considered bad manners in most households - although not prohibited by law - for host or guest to tell a nauseating story at the dinner table. And many people would consider it in bad taste for a speaker to tell an off-color story in the midst of a memorial address. Some of us think it is equally poor taste to insert a nauseating plug-ugly in the midst of a serious news commentary. If the result is to prevent that broadcast from being heard at many a family fireside, it would seem to be equally poor business. Those with axes to grind, as well as persons seriously concerned with the importance of properly balanced programs for public consumption, make embarrassing demands for time, for changed regulations, and for preferred treatment on the air. Far more than is generally realized, the radio executive stands between importunate, shortsighted advocates of this or that, on the one hand, and the general public on the other.

"For these and similar reasons many attacks have been made upon radio broadcasting, and many demands for restrictive legislation and regulation. Wiser counsel has prevailed, however, and we are witnessing a steady coming-together of natural leaders - in government, in the industry, in civic and professional life - for the purpose of discovering a substantial basis for self-control and self-discipline along the line of greatest public interest."

Our idea of a judge is that he is the one man who would never have to be interrupted during a meal but Judge Miller, bowing to his new master the microphone, left the banquet hall at the Statler for the WTOP-CBS studios, several blocks away, to broadcast a portion of his speech at 10:35 P.M., immediately following an appeal by President Truman over all networks for the National War Fund.

Some of the highlights of Judge Miller's inaugural address follow:

"One of my friends, in commenting upon my new work, said he hoped I could persuade the radio people to stop calling broadcasting an 'industry'. I replied that so long as the Justices of the Supreme Court choose to call its highly professional and governmental activities the 'business' of the court, I see little possibility of inducing my present associates to abandon a similar terminology which seems to satisfy them.

"My friend's proposal suggests, however, the widespreading reach of interests and activities which are included in this lusty young agency of communication, entertainment and education. What word is broad enough in its meaning to include the work of scientists, artists, engineers, executives and members of the various other crafts, guilds and professions who combine their skills and talents in radio broadcasting; and what is to be its ultimate sphere?"

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"The one inescapably obvious point which appears from all that has gone before, is that our future depends upon how we use these great powers which scientific discovery makes available to us.

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"Radio provides the mighty vehicle of communication which can carry us to this end. But it provides opportunity, also, for misuse and for the hastening of destruction. In this sense it is just as explosively dangerous as is the process of atom smashing.

"For this reason there are those who speak for government-owned radio. This reflects an old tendency, as applied both to the individual who wishes to speak and to the means which he would use. Tyrants of early days cut out men's tongues. That took care both of the individual and the means. Tyrants of later days suppressed newspapers and destroyed printing presses. Those in power, frequently, are tempted to destroy or suppress their critics."

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"Radio must meet the challenge both of the balanced program and the balanced budget."

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"The leaders of radio have no doubt of their ability to assume their full responsibilities. Although the industry is scarcely a quarter century old, it has already perfected an organization of broadcasters and established canons of conduct which compare favorably with those of professional groups with centuries of experience behind them. * * *"

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## REPORTED THAT EMERSON IS TO BE SOLD TO FEDERAL RADIO

A rumor prevails that the Emerson Radio and Phonograph Corporation of New York is soon to be taken over by the Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation.

Emerson Radio, of which Benjamin Abrams is President, occupies a substantial position in the radio set field and has for its slogan, "largest manufacturer of small radio sets in the world".

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## RALPH ATLASS PLANS NEW CHICAGO FM AND TELEVISION CENTER

Ralph L. Atlass, of the famous Atlass brothers of Chicago, is apparently not letting any grass grow under his feet in getting ready for FM and television in Chicago. For additional studio space, he is endeavoring to secure the entire top floor of the Lincoln Tower, formerly the Mather Building, one of the highest structures in Chicago.

WIND, of which Mr. Atlass is President, will retain its present AM studios in the Carbide and Carbon Building. He had an option for the top floor of this building as owner of WJJD but took over the option on the Mather Tower for WIND when Marshall Field purchased WJJD from Atlass a year or so ago.

Mr. Atlass has just engaged Ellery Plotz as technical supervisor. Mr. Plotz, recently released from the Army, was formerly an engineer with WBBM, Chicago. Other additions will be made to the staff.

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## PETRILLO AGAIN SHOWS HIS TEETH; NETWORK STRIKE LOOMS

By way of making known his resentment at the action of the National Broadcasting Company, through Frank E. Mullen, Vice-President and General Manager, and the American Broadcasting Company, Mark Woods, President, last week signing new contracts with the National Association of Broadcasting Engineers and Technicians, an independent union, James C. Petrillo, President of the American Federation of Musicians, on Monday night called out the second radio band in two nights.

It was understood that sporadic walkouts could be expected to continue without advance notice, possibly culminating in a decision by the musicians to quit all programs on NBC and later those on the network of the American Broadcasting Company.

The cause of the renewed dissension in the radio industry reportedly was an outgrowth of the action last Friday of the NBC and American chains in signing new contracts with the NABET. The musicians union affiliated with the American Federation of Labor, long has contested NABET's jurisdiction over "platter turners", those who attend to the operation of record turntables in radio studios.

Since Mr. Petrillo is appealing his case against NABET to the United States Supreme Court, the Federation, it was believed, has decided to show indirectly its displeasure over the turn of events by citing a series of unrelated grievances. Broadcasting officials have long conceded that such a course by the union could mean serious difficulties in day-to-day operations.

The incidents precipitating the union's first steps involve differences between the Federation and Stations WAPO in Chattanooga and WSMB in New Orleans. The stations, both NBC affiliates, have not agreed to terms proposed by the union, with the Federation endeavoring to force capitulation by bringing pressure on the network. NBC was understood, however, to have refused to inject itself into the local disputes lest it run the risk of inviting court action on charges of engaging in a "secondary boycott".

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## BRIG. GEN. L. L. HILL NEW WAR DEPT. PUBLIC RELATIONS HEAD

Luther L. Hill, Executive Vice-President of the Cowles Broadcasting Corporation on leave, a West Point graduate, recently promoted to Brigadier General, becomes Director of the War Department Public Relations Bureau in a reorganization that makes Maj. Gen. Alexander D. Surles, former Director, Chief of all War Department information agencies.

General Hill, a brother of Senator Lister Hill of Alabama, resigned from the Army in 1923. He became Cowles Vice-President and General Manager in 1936 and was recalled to active service in 1942.

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## AL JENNINGS LOSES $100,000 LIBEL SUIT AGAINST DON LEE

One of the oddest libel cases in the history of radio and which newspapers in the East, as well as throughout the country, gave much publicity came to a close Tuesday in Los Angeles when Al Jennings, 82 years old, convicted but pardoned train robber lost his $100,000 suit for defamation of character against the Don Lee Broadcasting Company.

Taking with them the hair-raising script of the "Lone Ranger" broadcast of Aug. 7, 1944, and the two personal experience books, "Looking Backwards" and "Through the Shadows with O. Henry", members of the jury went into seclusion to deliberate.

The eleven women and one man in the panel, however, did not read the books nor the script, nor did they compare them with the real life story testimony of the former outlaw. They did not need them, for it took them only 20 minutes to arrive at a ten to two verdict in favor of the defendant, the radio station.

Jennings charged that the broadcasting company had depicted him as contributing to the delinquency of a minor by inducing a boy to join his outlaw band.

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## $175,000 TO BUTCHER FOR EISENHOWER DIARY MAGAZINE RIGHTS

Magazine rights to the war diary kept by Capt. Harry C. Butcher, USNR, aide to General Eisenhower for three years at SHAEF, have been bought by the Saturday Evening Post for $175,000.

In announcing this, the publication said it believed the figure was the highest price ever paid for such rights.

The magazine will run a series of from seven to 10 instalments beginning in the late Fall or early Winter. It also will be out in book form under the tentative title of "Three Years With Eisenhower" and published by Simon & Schuster.

Captain Butcher, formerly Washington Vice-President of the Columbia Broadcasting System, began the diary in the Summer of 1942 at the suggestion of General Eisenhower, who asked for a recording of both official and personal doings at headquarters.

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Engineering phenomenon which aids Stratovision - newly announced system of airborne television developed by Westinghouse and The Glenn L. Martin Company - is said to be the fact that as antenna elevation is increased, power required to deliver the same usable signal to a given area is sharply reduced.

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## CAPITAL TV TOWERS O.K'ED; UNIFORM HEIGHT NEXT QUESTION

The National Broadcasting Company and Bamberger Broadcasting Service, Inc. won another round in the fight to build television towers in Washington when the Board of Zoning Adjustment granted them this permission last week. The Commissioners of the District of Columbia, however, must pass finally on all towers and antennas but the Zoning Board having approved, this is believed to be merely a matter of form.

In granting permission for the towers the Board of Zoning Adjustment lowered the Bamberger request for a 300-foot tower to a 200-foot one.

NBC proposes to build a 350-foot tower behind the Wardman Park Hotel, while Bamberger plans to build its tower at Fortieth and Brandywine Streets, N.W.

Tomorrow (October 4) the Federal Communications Commission is slated to consider a proposal that television towers must be 500 feet above the average terrain in a 10-mile radius. The original Bamberger application of 300 feet would have met that requirement, but NBC's tower does not. Since the Board lowered the Bamberger tower, both companies may have to return and request higher towers.

Complaints addressed to members of Congress as a result of the Washington situation, have again raised the question as to why television towers should not be put in parks instead of residential sections. This has been resisted by the National Capital Park and Planning Commission but, according to Carleton D. Smith, General Manager of WRC, the broadcasting companies have taken no sides in the matter.

District Committee Chairman Jennings Randolph (D), West Virginia, called on the fiscal affairs subcommittee to review the television tower protests, together with the suggestion which came from Representative Thomas D'Alesandro (D), Maryland, that a law allowing towers in parks might end the trouble.

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## SECOND TELEVISION CONVENTION TO BE HELD NEXT SPRING

J. R. Poppele, President of the Television Broadcasters' Association, Inc., announced today that the Second Convention of the television industry will take place in New York City next Spring, either late in March or early in April.

"Television will begin moving in a big way in 1946", Mr. Poppele declared. "Instead of holding our Convention in December, as we did last year, the event has been moved to next Spring when television receivers will be ready in quantity for sale to the public. Interest in television is mounting daily and will reach its peak when the much-awaited receivers are ready for the retailer. All of the latest models ready for distribution will be shown at the TBA convention", Mr. Poppele declared.

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## RADIO SIZE OF MATCH BOX SEEN OUTGROWTH OF SECRET FUSE

Harry Diamond, a scientist in the National Bureau of Standards, said he believed there was a possibility of making a radio set the size of a penny matchbox as a result of the development of the secret radio proximity fuse which was used with devastating effect against both the Japs and the Germans. Mr. Diamond said that at least two radio firms are studying this possibility.

The fuse, a self-contained miniature sending and receiving set installed in the nose of shells, bombs or rockets, automatically explodes the projectile when it is close to the target.

The fuse was developed jointly by British and Americans who previously had been working independently of each other on the same type of project. The Canadians also cooperated.

Mr. Diamond said there were limitless applications of the fuse to peacetime uses and that he was certain that various industrial organizations which participated in its development and production would disclose them as time goes on. But the matchbox radio, he said, is possible as a direct result of the development of the tiny tubes and other components and the manufacturing processes developed during the war.

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## NANCE, OF ZENITH, SEES NEED OF SUSTAINED CONSUMER DEMAND

Management of American industry must become sales minded and create a sustained demand for consumer goods, this year, next year, and in years to come, if it is to maintain a high level of employment and preserve our competitive system of free enterprise, according to J. J. Nance, Vice-President of Zenith Radio Corporation. The alternative, he said, is large government spending, with a perpetual tax burden of unprecedented severity and a continual growth of government regulation. Mr. Nance spoke Tuesday at a luncheon meeting of the Sales Executives Club of New York.

Mr. Nance said that the Achilles heel of industry today is its ability to create a sustained consumer demand. He said that in order to sustain industry and provide adequate employment, we must hold up our national income and consumer expenditures to levels that come at least close to those of wartime boom years.

"But this time", he pointed out, "we must do it without the aid of the enormous government deficits which financed the war; we must do it from the sale of goods to consumers. Last year, when selling was not a problem, we manufactured and shipped merchandise to the value of 156 billion dollars, nearly three times our output in 1939. Next year, when everything we manufacture must be sold, what will our volume be?"

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## SCISSORS AND PASTE

### FMBI Sets Policy For Free Competition
(Jerry Walker in "Editor & Publisher")

Determined to avoid the technical restrictions which have hobbled broadcasting up to now, the FM station operators took a definite stand for a "truly free radio" in a statement of policy adopted this week at a meeting of the directors of FM Broadcasters, Inc. in New York City.

A special committee headed by Wayne Coy of the Washington Post radio stations first set forth the policy and then the statement was adopted by the Board.

The statement warns that the assignment of only 70 channels of commercial FM will result in the same artificial limitations which have hindered the development of amplitude modulation broadcasting and maintains that "it now becomes necessary for FMBI to urge a substantial increase in the number of channels assigned to this service."

In pointblank language, the statement concludes: "Only by the assignment of more channels to FM broadcast service can the hopes and aspirations of a truly free radio be realized."

The events of the past few weeks, since the assignment of FM to the "upper band" by the Federal Communications Commission, have disclosed many diverse problems which must be solved if FM broadcasting is to have opportunity for free development and expansion circumscribed only by the inherent technical limitations of the art. That is the position of the official FM trade group which includes many newspaper publishers who have radio interests.

"The failure of the FCC to act in recognition of the need for a sufficiently large number of channels to provide for adequate expansion and the regulations and restrictions apparently resulting from this failure now impose artificial limitations", the statement contends.

"More than that", it adds, "the assignment of only 70 channels to commercial FM (80 channels in Area 1) has brought about in large measure the same scarcity of license availability which has characterized amplitude modulation broadcasting and which in very large part is responsible for most of the regulator issues facing that art with growing tension today."

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### Elliott And FDR Vs. U. S. Grant
("New York News")

The two Ulysses S. Grant administrations (1869-77) are generally cited as tops in shady inside deals. The Elliott Roosevelt story ties, if it doesn't outdo, anything that ever came out on the Grant regime. President Grant was in the habit of putting nice things in the way of his friends, but not in the way of his own son.

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## Called New White House Mystery Man

(Drew Pearson in the "Washington Post" writes the following about George Allen, a Director in the Aviation Corporation and recently elected a director in the Federal Telephone and Radio Corporation)

George Allen is turning out to be the most potent mystery figure around the White House.

The best story-teller in the Capitol (with the exception of Chip Robert), Allen was transplanted to Washington by Senator Pat Harrison of Mississippi, and has thrived here ever since. First he was Commissioner of the District of Columbia, later became Vice-President of the Home Insurance Co., which he still is.

But the smartest thing George ever did was to attach himself to the Truman Vice Presidential campaign train last year and become the close buddy of the man who was to be President. While big-shot politicians were hanging around Roosevelt, George Allen traveled with the neglected Vice President, amused him and helped write his speeches.

So now, Allen is constantly around the White House, a potent, charming, and very reactionary adviser. He was even consulted about the three new judges for the Court of Appeals for the District of Columbia - which may be one reason why Truman picked three former supporters of the power companies. He was also given credit for working with Leo Crowley suddenly to terminate lend-lease. Finally he is credited with authoring the Senate memo which undermined the Kilgore $25-a-week compensation bill. * * *

Some of Truman's sensatorial friends are wondering whether the continued influence of the gentleman from Mississippi is healthy.

Current wisecrack in the Nation's Capital: The Northern carpet-baggers once invaded Mississippi, but now Missippi has reversed it and recaptured Washington. Not only does George Allen sit at Truman's elbow, but Senator Bilbo, Chairman of the District of Columbia Committee, is virtual "Mayor" of Washington, while the son of the late Senator Vardaman of Mississippi is Truman's Naval Aide.

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## And Kick Off He Did!

(Leonard Lyons in "Washington Post")

In London the Marquis of Queensbury gave a dinner party for the American radio men who recently toured Europe. King George of Greece attended, and when the hour became late, Joe Ream, Vice-President of CBS, slapped His Majesty on the back and said: "King, old boy, you don't mind if I kick off, do you?"

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## TRADE NOTES

There was a laugh at the press table when Paul Porter said in his speech at the National Association of Broadcasters' dinner Tuesday night that with "a limited staff, the Commission expects to work night and day to give the industry service" on the numerous applications that are piling up. The thought of a "limited" staff at the FCC (one of Washington's outstanding political Christmas trees) or of anyone at the Commission "working night and day" apparently struck the funnybone of the newspapermen.

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Senator E. H. Moore (R), of Oklahoma, said last week the highest estimates of responsible sources indicate that approximately fifty to fifty-two million jobs will be required in the postwar period to prevent any substantial amount of unemployment.

Stating that the Statistical Abstract in 1940 showed an experienced labor force in certain categories such as the communications, telephone, telegraph and radio fields required 410,000 persons.

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There was some conjecture when former Senator Clarence C. Dill (D), of Washington called on President Truman last Friday. Co-author of the original Dill-White radio law, Mr. Dill retired after serving two terms in the House and two terms in the Senate. He was later defeated for governor of Washington.

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First post-war radios manufactured by the Sonora Radio and Television Corporation, Chicago, will be on the market about the middle of October, Joseph Gerl, corporation president, told a meeting of radio dealers in Buffalo last week. He said that sets will be plentiful by the time the Christmas shopping season is under way and will be priced at 1941 levels because the company "cannot wait for OPA red tape to unwind".

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Operations of the Bendix Aviation Corporation for the nine months ended with June resulted in a net income of $10,376,643 after all charges, including $53,032,679 provision for taxes $2,700,000 reserve for contingencies, and provision for estimated price adjustments under the Renegotiation Law, Ernest R. Breech, president.

The company expects to get into production almost immediately in certain products including radios and radio phonographs.

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Harry J. Wines has been elected Vice President of Zenith Radionics Corporation of New York. This corporation is a wholly owned subsidiary of the Zenith Radio Corporation of Chicago. Mr. Wines has been General Manager of the New York firm, which distributes Zenith products through the New York and New Jersey area, since its organization late in 1943.

Mr. Wines said that if the pricing situation on parts and cabinets is straightened out, the new Zenith line of radios will be ready for showing about the middle of this month.

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Nine radio models, with "production all set to roll", were announced Monday by RCA Victor in an advertisement directed to dealers. Announced approximate list prices ranged from $24.95 for the low-priced table model to $200 for the radio-phonograph combination with record changer. It was stated that an advertising campaign for the line will lead off a color spread in the Nov. 26 issue of Life.

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The International Telephone and Telegraph Corporation disclosed Tuesday that it is negotiating with a group of banks headed by the National City Bank of New York for a loan of $30,000,000. The proceeds from the loan, with current funds of the corporation, will be utilized to redeem I. T. & T.'s entire outstanding 5 per cent debentures, due in 1955 at the call price of 105, involving an outlay of $45,700,000. I. T. & T. has liquidated already this year $12,600,000 of debt.

Notwithstanding the difficulties in the transfer of funds from many of its subsidiaries, I. T. & T., parent concern of a world-wide communications and manufacturing system, will upon completion of this operation, have reduced its outstanding debt by $87,000,000 in ten years.

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On file for action by the Federal Communications Commission are now 513 applications for new FM stations, 129 applications for commercial television stations; 265 applications for new AM stations, 147 applications for changes in existing standard broadcast stations.

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Clure H. Owen has joined the General Engineering Department of the American Broadcasting Company as Allocations Engineer.

Mr. Owen will study allocations problems for standard broadcast, FM and Television facilities; be responsible for the design of directional antenna systems, determine the location of suitable transmitter sites and generally work towards the improvement of network coverage. He also will cooperate with the Station Relations Department of ABC in advising affiliates regarding allocation problems. Priot ro joining ABC, Mr. Owen was with the FCC as Assistant Chief of the Broadcast Engineering Division.

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The War Production Board, through its Industry Personnel Committee, is assisting its employees from the fields of journalism, public relations, advertising and radio, in their effort to relocate with industry.

It is the Committee's belief that these persons have increased their value to industry through their service with WPB. "They came to Washington at the outbreak of the war", a spokesman said, "bringing expert knowledge and long experience in informing the public. Their experience has been broadened, rounded out, during the war years when it became their job to interpret highly technical orders and regulations for businessman and consumer alike. Industry, I am sure, will benefit when these people return to private employment."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF OCTOBER 10, 1945



No. 1700

October 10, 1945

SARNOFF FORESEES RADIO MAIL AND OTHER AMAZING THINGS

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, gave the members of the American Academy of Political and Social Science in Philadelphia their money's worth the other night by telling them of revolutionary changes in warfare and communications. He actually had the learned gentlemen sitting on the edges of their chairs and when he touched upon the astounding scientific possibilities, they ate it up.

General Sarnoff, declaring that America, to be first in peace and war, must be first in science and warned that bombers with television eyes and the radio-controlled rockets are no myths.

"So deft, so all-seeing, is the radio-television control", he said, "that from launching sites the operator pressing push-buttons can guide the winged missil as if he were inside its shell. If he sees that the rocket is going to miss the target, he can turn it quickly; he can even make it loop-the-loop!

"The very thought of thousands of these television-eyed monsters of destruction coming up over the horizon of the sea as a storm cloud may well cause us to shudder", said General Sarnoff. "They might be loaded with warheads of atomic power, some to strike and wipe New York off the map while others guided westward, to turn Pittsburgh, Detroit, Chicago and other cities into death and dust. No longer is the suicide flier needed; television can do his task - and more." * * *

General Sarnoff said that with the perspectives unveiled, humanity may look forward to a future of terror, or a future of security and abundance.

"If we desire the latter to be our destiny, then all nations must decide to live in harmony in 'One World'", he remarked.

"In the wake of war there are many new ideas and discoveries which can be applied to our every-day life", he continued. "In some instances, however, science ran far ahead of man's readiness to provide practical safeguards that would confine their uses to peacetime purposes. Atomic energy is one disturbing illustration. Further development is bound to release the great potentialities of atomic energy for use in industry, heat, light, power and transportation. But the atomic units that one day may power hundreds of thousands of peaceful automobiles and airplanes, also could be used in war.

"Nor can it be safely assumed that atomic bombs necessarily will come only from the skies. They might come from submarines or ships, or even from land artillery. In fact, it is

conceivable that 'smaller and better' atomic bombs, as small as baseballs, might be planted by saboteurs at strategic places and there remain hidden until such time as an enemy decides to strike. A secret radio signal transmitted from a distance, might be used to detonate such bombs and spread havoc far and wide."# * *

Television, General Sarnoff stated, is destined to become a utility in the American home and a revolutionary force in world-wide communications. It will bring visual entertainment to the homes of the rich and poor alike; it will flash historic events, letters, documents and pictures around the world, while the television eye in factories will enhance safety and speed industrial processes.

"Wherever transport needs vision, television will help to provide it", General Sarnoff said. "The airplane will see by television and radar; so will ships on the Seven Seas. Similarly, wherever industry needs an eye, television will provide it. It will watch over industrial processes and machines; it will go into places the human eye cannot reach. Fireproof eyes will be put into furnaces to scan chemical reactions. Tunnels will have these radio eyes as will conduits and mines. Television is light and radio combined. . . .

"In the future, a person will write a letter or a message that will be put on a belt moving in front of a television eye. In a split second that letter or message, exactly as written, will appear in England, South Africa or China. There, it will be automatically reproduced by a photographic process for delivery in minutes - not hours as required by even the fastest airplane.

"Eventually, we may be able to take a sealed letter or document and flash it across the hemispheres without opening the envelope. That again is a television possibility - and it is not fantastic. If X-Rays can look through the human body and through steel, why should it not be possible for the television eye to look through a paper envelope? This would make possible a radio mail system."

Concluding, General Sarnoff said: "Let us see to it that in our new-won freedom, the scientist retains his liberty to think, to speak and to work unfettered. Let us teach our youth the great responsibilities of science and encourage them to travel its highways of progress. Let them be bold in thought and daring in pursuit of the vision of their dreams."

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FCC COMMISSIONER WILLS REPORTED ON THE MEND

There were good reports from the office of FCC Commissioner William H. Wills, former Governor of Vermont, who recently suffered a heart attack. It was said that Commissioner Wills had recovered to the extent of probably being able to visit his office tomorrow.

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## BELIEVED GARMENT WORKERS FILING FOR FM ONLY THE BEGINNING

The International Ladies Garment Workers Union applying for licenses Monday to operate frequency modulation stations in New York, Boston, Philadelphia and Chattanooga was regarded as the forerunner of other unions getting aboard on FM and establishing their own stations all over the country. Nor does it seem that money will be lacking to carry out these enterprises. ILGWU, for instance, starts out with a nice little kitty of $250,000.

Furthermore, the ILGWU will be on a strictly commercial basis and in direct competition with local AM and FM stations already established.

This was made clear by Fred F. Umhey, secretary of the Union, who said that the program calls for the incorporation of a special company for each of the stations to be managed by local representatives and that while the ILGWU was starting the project it would expect that after preliminary financing the local communities would undertake to carry on the station on their own as community projects, not as labor propaganda agencies.

"These ILGWU-sponsored stations", Mr. Umhey pointed out, "are not to be maintained through union subsidies. They will sell time to an extent that will make them self-sustaining. From that point on, however, they will cease to be profit-making enterprises and will devote most of their time to social, cultural and spiritual programs."

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## FTC CALLS MONTGOMERY WARD ON CARPET FOR TUBE, TV CLAIMS

Montgomery Ward & Co., Inc., Chicago, is charged in a complaint issued by the Federal Trade Commission with misrepresenting the number of tubes contained in radio receiving sets it sells and the capacity of the sets for television.

The complaint charges that the respondent in its advertising has made various statements which serve as representations that their radio sets are equipped with either 6, 7, 8, 9, 11 or 12 active, fully-functioning tubes and are wired or equipped for television. According to the complaint, the sets are not equipped with the designated number of necessary, fully-functioning tubes, but have installed therein one or more non-functioning or tuning beacon tubes or rectifier tubes which do not perform any recognized customary function of radio tubes in the detection, amplification and reception of radio signals. The complaint further alleges that the sets are not wired for television and are not capable of receiving and reproducing picture signals in visual form.

Twenty days are granted the respondent to answer the complaint.

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## REINSCH AND McINTOSH SEEK NEW 5,000 W. CINCINNATI STATION

Although they could not believe themselves that a frequency was available in such a desirable field, nevertheless when they found it out, J. Leonard Reinsch, Managing Director of Governor Cox's radio stations, and Frank H. McIntosh, former head of WPB Radio and Radar Division, lost no time last week filing with the Federal Communications Commission for a full-time 5,000 watt regional station on 630 kc. in Cincinnati last week.

This followed their organizing the Queen City Broadcasting Company, of which Mr. Reinsch is President, and Mr. McIntosh, Secretary and Treasurer. There are at present five stations in Cincinnati - WLW, 50,000 watts, WCKY, 50,000 watts, WSAI, 5,000 watts, WKRC, 1,000 watts, and WCPO, 250 watts.

Messrs. Reinsch and McIntosh are both well known to the industry. Mr. Reinsch, a Director of the National Association of Broadcasters, has come into additional fame as radio advisor to President Truman. In fact, Mr. Truman tried to get him to join the White House staff as one of his secretaries but former Governor Cox of Ohio, his boss, said that he was too valuable a man to be spared.

Mr. Reinsch, who is a native of Streator, Ill., after graduating from Northwestern, began with WHIO in Dayton, when that station was acquired by the Cox interests. Later he was assigned to WSB, Atlanta, Georgia, and full supervision of all of the Cox stations. President Truman first became acquainted with Mr. Reinsch in November, 1943, when he appeared as a witness before the Senate Interstate Commerce Committee.

Mr. McIntosh, who hails from Omaha and who attended Omaha University and M. I. T., served first as part-time engineer of WOAW (now WOW) in Omaha. In the 15 years following his graduation he had a part in the installation of 200 domestic and 150 police radio stations. He became technical advisor of the Fort Industry stations, of which Commander George B. Storer is President. After serving as Chief of the Radio and Radar Branch of WPB in the war, Mr. McIntosh opened an office as consulting radio engineer in Washington.

Mr. Reinsch is 37 years old; Mr. McIntosh 39.

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## KEN-RAD TUBE VOTES LIQUIDATING DIVIDENDS

Ken-Rad Tube & Lamp Corp. has declared two liquidating distributions, one at the rate of $22.50 a share on class "A" stock, payable October 30 to holders of record October 15, and the other one share of Westinghouse Electric Corp., common for each five shares of Ken-Rad class "A" common, payable November 15 to holders of record October 15. Westinghouse Electric has purchased the remaining assets of Ken-Rad.

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# OPA ANNOUNCES WOOD RADIO CABINET PRICING

Release: For Friday Morning Papers, October 12, 1945
Radio Release: 7 P.M. EST, Thursday, October 11

Pricing methods that will encourage speedy reconversion by manufacturers of wood radio cabinets were announced (as of Friday morning, Oct. 12) by the Office of Price Administration. The cabinets will be used in household radios and electrical phonographs, which will soon be returning to the civilian market.

An order, effective October 16, 1945, bases manufacturers' ceiling prices on the prices they charged for cabinets delivered to radio set manufacturers between July 1, 1941, and October 31, 1941.

To determine their ceiling prices for the same models, manufacturers apply a price increase factor of 18 percent to their 1941 prices for models delivered between July 1 and October 31,1941. If a cabinet was not delivered during this period, but has an established ceiling under the consumer durable goods regulation, an increase factor of 12 percent may be applied to each price to determine the new ceiling price. In line with OPA's reconversion policy, these increase factors reflect lawful increases in material prices and basic wage rate schedules since October 1941, together with the industry's average 1936-39 percentage margin over total costs.

The following pricing methods are provided for new models of cabinets and for the output of new manufacturers:

(1) For new models comparable to models on which ceiling prices are fixed by the order, an automatic pricing technique is established. The manufacturer figures his own ceiling price by computing his unit direct cost for the comparable model and for the new model, based on current costs, and applying the mark-up he would realize on the comparable model.

(2) For new models not comparable to other models with established maximum prices, and for all models produced by new manufacturers, ceiling prices must be obtained by application to OPA. The agency-approved prices will be in line with the price level set for other models under the order.

OPA pointed out that no provision is made for resale prices, since the greater part of all cabinet production is sold directly to radio set manufacturers. A survey of the radio industry now is in progress, however, to determine the increase factor to be applied to this group. Price increases allowed for cabinet manufacturers will be included in the increased materials costs used to compute the increase factor for the radio set industry.

The pricing technique for comparable models, by permitting manufacturers to determine their own ceiling prices, does away with the loss of time involved in securing positive approval in each specific case. Unit direct costs for new and comparable models must be reported to OPA, together with the resulting ceiling prices

within five days after entering into a sales contract. Sales may be made immediately at the reported prices, but OPA reserves the right to adjust these prices later. No adjustments will be retroactive if the manufacturer has complied with the order.

Manufacturers who are required to apply to OPA for ceiling prices may not sell the models affected until they have received specific authorization from the agency.

The order, OPA added, provides for the establishment of ceiling prices to classes of purchasers other than radio set manufacturers. It also authorizes the agency to act on its own initiative in setting ceiling prices when manufacturers fail to make application or to file complete records.

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## CONGRESSMAN PROPOSES BILL TO CURB RADIO PROFIT INCENTIVE

Representative Celler, of New York, Tuesday introduced a bill in the House of Representatives, the object of which would be to:

Require stations to allocate part of each day for free broadcasting of "particular types or kinds of nonprofit" programs or activities.

Permit any person or group that can convince the Government of its superiority to take over a wavelength when the current holder asks renewal at the end of the customary three-year period.

Compel stations to file with the Federal Communications Commission their records and financial accounts for public inspection

Prevent sale of stations at prices exceeding their "fair" value.

Representative Celler explained, in a public statement:

"Radio is in danger of being consumed by the profits fever."

He said that many stations had declined to present free such programs as "Labor for Victory", "Invitation to Learning", "National Radio Pulpit", and "The Chicago Roundtable".

"Each renewal", Mr. Celler went on, "should be subjected to rigid investigation . . . any person or entity desiring to function on the wave length involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused, and the privilege granted to the new applicant.

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## McGRADY OF RCA RECEIVES MERIT MEDAL FROM PRESIDENT TRUMAN

President Truman last week presented the Medal for Merit to Edward F. McGrady, Vice President in charge of Labor Relations and a Director of the Radio Corporation of America, who was loaned by RCA at the request of the Secretary of War, as consultant and advisor to the Secretary of War on labor problems for the duration of the war.

The Medal was accompanied by the following citation:

"The President of the United States takes pride in presenting the Medal for Merit to Edward Francis McGrady for service as set forth in the following citation:

"For the performance of extreme services to the War Department as expert consultant to the Secretary of War and the Under-secretary of War from 2 January 1941 to 3 September 1945. To Mr. McGrady fell the task of advising the War Department on labor problems of the greatest magnitude, as well as carrying out plans to the end that a smooth over-all labor to the country's war industry would continue unabated. Mr. McGrady was throughout instrumental in strengthening the bond of cooperation between organized labor and the army; in settling and avoiding a large number of labor disputes that impeded, or threatened to impede the production of war materials; in promoting the maximum effort on the part of the labor leaders and the rank and file of American labor in support of the war effort. He performed particularly notable services in such fields as the troublesome but uniformally successful administration of Army-Navy "E" awards; and in securing labor's absolutely unqualified cooperation to the production of the atomic bomb. Through his intelligence, wise counsel, great tact and far-sightedness, and through his clear-headed analyses of one of the most difficult situations facing the country, he distinguished himself by exceptionally meritorious conduct in the performance of outstanding services and materially contributed to the victory of the United Nations over their enemies."

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## CAPT. PAUL BOUCHERON GOES BACK TO FARNSWORTH

Home from the war, Capt. Paul H. Boucheron, U.S.N.R. has been appointed Director of Public Relations for the Farnsworth Television and Radio Corporation at Fort Wayne, Indiana.

Captain Boucheron, who also served in World War I, was formerly in charge of advertising and publicity for the Radio Corporation of America. When E. A. Nicholas left RCA to become President of Farnsworth, Mr. Boucheron joined him.

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## EDGAR BILL WORKS OUT NEW PLAN FOR CONTROVERSIAL TIME

Of interest to other broadcasters throughout the country is a new policy adopted by Edgar L. Bill, President of Station WMBD of Peoria, Ill., in alloting time for the discussion of controversial issues.

Mr. Bill said WMBD will provide free or sell time, depending upon circumstances in each case, for discussion of public questions and controversial issues. Each request will be considered on the basis of subject's merit, contribution to public interest, degree of public interest, and status of applicant with regard to recognized law and policy enforcement agencies and public welfare.

Program material must be presented in talk or speech form only, by authorized representative of applicant, and must be submitted to station 48 hours in advance. Program time must run at least five minutes, and no product or service advertising will be permitted.

The one-time national advertising rate will apply and all such broadcasts must be identified according to regulations in Section 3.409, Communications Act of 1934. Time will be allotted "with due regard to all the other elements of balanced program scheduling."

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## "TOMMY THE CORK" GETS HIMSELF WRITTEN UP

In the first of a series of three articles, "Tommy Corcoran's Washington Shenanigans", written by Alva Johnston, in the current (October 13) issue of the Saturday Evening Post, Mr. Johnston turns considerable heat on the participation in radio matters by Corcoran who, as a White House secretary, was for a time a prime favorite and No. 1 "Court Jester" of the late President Roosevelt.

"One government official was dismissed for saying that Tommy had too much influence with the Department of Justice", Mr. Johnston write, "and another was reprimanded for saying he had too much influence with the Federal Communications Commission. Two FCC probers quit because of alleged threats of indictments. Five lawyers for a FCC Congressional Committee resigned, saying that Government force had been exerted to hush up the WMCA case."

Mr. Johnston then devotes the rest of the article to a discussion of the sale of Station WMCA in New York by Donald Flamm, charges made by Mr. Flamm, and the subsequent FCC investigation.

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COWLES MINNEAPOLIS RADIO STATION TO SUPPLEMENT NEWSPAPERS

Very likely one of the next fields to be invaded by the Cowles Broadcasting Company will be Minneapolis. An application is pending with the Federal Communications Commission for a wavelength in the Twin Cities for a 1000 watt AM station to supplement the fast growing Cowles newspapers - the Minneapolis Star-Journal (evening) and Tribune (morning and Sunday). A 160 acre site has been purchased for a contemplated FM and television station.

Broadcasters are pretty familiar with the success of the Cowles Brothers in developing the Des Moines Register and Tribune and Look magazine but not so many know about their newspaper achievements in the Northwest. Editor & Publisher this week (October 6) devotes considerable space to it saying, in part:

"Aggressive promotion and circulation efforts, plus a striving 'to report the news so that readers will really understand it' have placed the Minneapolis Star-Journal and Tribune in a leading position among newspapers of the Northwest."

"Using the experience they (the Cowles Brothers) had gained in Des Moines, they doubled the circulation of the Star in four years after they bought it and made it the largest in Minneapolis. John Thompson, former New York Times executive from whom John and Mike purchased the Star, remained as publisher.

"On Aug. 1, 1939, the Star company purchased the Journal and the resulting paper, the Star-Journal, emerged with a circulation of 240,000."

"That of the Tribune, which had 63,000 in mid-1941, has more than doubled; the Star-Journal's circulation is above 250,000; the Sunday Tribune is well over 400,000 and the No. 1 postwar circulation objective is to put it over half a million."

"Harold Perkins, Business Manager, who went to Minneapolis from the Pittsburgh Press, points out that classified advertising, except death notices, lost-and-found, and want ads directed to the papers' state circulation, is omitted from country editions. This has meant reduction of two to four pages in the weekday editions affected, and of the Sunday Tribune by eight or more pages.

"The paper accepts no liquor, beer or wine advertising, Perkins told Editor & Publisher, and it maintains a strict censorship over advertising material."

"John Cowles runs the Minneapolis newspapers and Mike operates those in Des Moines.

"John emphasized that theirs is not a chain newspaper operation. He moved to Minneapolis shortly after the Cowles purchase of the Star, likes the city immensely, believes in its future

and says he intends to live there the rest of his life. In Minneapolis, as in Des Moines, key employees own stock in the newspapers on which they work."

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## CIO BUYS ABC TRANSCONTINENTAL NETWORK TIME

The American Broadcasting Company has just sold time over its transcontinental facilities to the Congress of Industrial Organizations for sponsorship of a series of four 15-minute programs to be broadcast every other week beginning Monday, Oct. 15.

The series, which will be devoted to public issues relating to labor, will feature Philip Murray, president of the CIO, who will introduce guest speakers.

In announcing the sale of time for the discussion of controversial issues, Mark Woods, President of the American Broadcasting Company, said:

"We believe it is in keeping with the Federal Communications Act, as interpreted by the Federal Communications Commission, to sell time to labor unions.

"ABC proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

The CIO series will be broadcast on October 15 at 10:15 P.M. EST, and at 10 P.M., EST, on October 29, November 12 and November 26.

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## SURPLUS ARMY RADIO EQUIPMENT TO BE PUT ON MARKET

Between $3,000,000,000 and $5,000,000,000 in electronics and radio equipment, produced originally for the armed forces, will be sold by approximately 225 radio manufacturers throughout the nation, according to a statement by the Reconstruction Finance Corporation made in Chicago.

Included in the equipment, the RFC said, will be thousands of walkie-talkies which will be adaptable for use by police and fire departments.

The manufacturers will also dispose of mobile radio communication units, field telephone sets, radar devices, and mine detectors, all with reconversion applications for commercial use.

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## NEW KIND OF COBRA DOES RECORDS A GOOD TURN

The Cobra, a new Zenith phonograph pickup arm of entirely new design, with an extremely light weight, and small mass movement in all directions, in experiments at WMFM, Milwaukee, a bulletin from WTMJ-WMFM, the Milwaukee Journal stations advise, has successfully achieved the reduction of surface noise on records to a minimum and the prevention of excessive record wear.

"For four months before Zenith released the Cobra for general production, a laboratory Cobra was used on record shows on WMFM, Milwaukee, and WMFM is the only station at the present time with a full set of Cobra arms in use on FM record shows", the bulletin states.

Dan Gellerup, WTMJ-WMFM Technical Supervisor, has this to say about the new pickup arm: "The frequency response of the Cobra is determined entirely by the construction of the pickup cartridge, which is extremely small in size. The reduction of mass movement on a horizontal plane reduces wear on the sides of the grooves to a point that can't be approached with normal pickup and the tracking error present in all pickup arms has been reduced almost to an absolute minimum. The result is long record life; much greater dynamic range; and an apparent wider frequency range due to high frequency record noise, which on standard pickups completely masks the low level passages."

Commander McDonald, who supervised the experiments on the new device and named it, adds:

"I think the Cobra is one of our greatest contributions, as broadcasting stations with this new studio pickup can play ordinary records and they sound like transcriptions, and as you know, the real libraries are in the ordinary records, or the Red Seal records. All the great orchestras, the great conductors, etc., are to be found only on recordings and not in transcriptions."

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## WEISS PUTS CALIFORNIA TV QUOTA AT 150,000 TO 200,000

A prediction that 150,000 to 200,000 television sets will be in use in Southern California within a few years was made by Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System, in an article in "Television Daily". Mr. Weiss stated Californians in the southern part of the State have been avid for television for a long time.

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## CBS COMPILES RECENT FM AND TELE TALKS BY JETT AND OTHERS

The Columbia Broadcasting System is now distributing a booklet "Forecasts in FM and Television" with this explanatory note:

"To provide reliable answers to many questions in the minds of the radio audience - which is to say, of course, the American people - concerning the next future of radio's most interesting developments, CBS invited four authorities in their fields to speak on the Columbia network from coast to coast on four recent Sunday afternoons. Their concise talks are reprinted for your enlightenment and (we believe) keen interest."

The four authorities who spoke and their subjects were FCC Commissioner E. K. Jett, "Frequency Modulation"; Peter Goldmark, Director of Engineering Research, CBS, "Television, the Engineering Side"; Paul A. Porter, FCC Chairman, "Post-War Radio Horizons", and Worthington Miner, Manager CBS Television Department, "Television-Production and Program Side".

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## SHOULD KEEP FOREIGN BROADCAST INTELLIGENCE INTACT

The following editorial appeared in the Washington Post recently:

"The House Appropriations Committee has recommended the rescission of $930,000 from the appropriation of the Federal Communications Commission. This happens to be just about the amount required to operate the Foreign Broadcast Intelligence Service, a subsidiary of the FCC, and means the demise of that extremely useful agency. It means also that the makers of foreign policy in our Government will be deprived henceforth of a valuable instrument for the understanding of developments abroad. The monitoring of foreign broadcasts which the FBIS has carried on throughout the war has proved itself a most fertile source of intelligence about the thinking in foreign countries.

"It would be a waste and pity, we believe, to permit the dissolution of this agency and particularly of its skilled personnel. At least until a comprehensive policy on the establishment of an over-all intelligence agency has been perfected, the FBIS should be retained as a functioning body. The logical place to put it during this interim period, we suppose, is the Department of State, where most of the research functions of the now defunct OSS have been assigned. As we have said before, we think that intelligence should be independent of operations, and we hope that the ultimate solution will be along this line. President Truman is to have a plan ready by the first of the year. Until then, the FBIS, as an essential component of intelligence, should be kept intact."

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## SCISSORS AND PASTE

### Easy For Wheeler Compared To Some Senators
(Austine Cassini in "Washington Times-Herald")

Montana Senator Wheeler spent his Summer working, except for a short trip to camp out in his lodge in the Montana mountains. And like Senator Brooks, Wheeler returns to Washington with a bag full of Summer experiences . . . For instance, the time he and Mrs. Wheeler decided to climb up and spend the night in one of the empty Rangers' cottages. All Winter Rangers keep sharp watch to see that no hunters trap or shoot animals on the Government's Game Preserve.

Mrs. Wheeler let out a blood-curdling yell shortly after dawn the next morning.

From a small window she and the Senator were being viewed with curiosity by a big black bear. He had stuck head, shoulders and front paws right into the room!

"Do something, Burt!" commanded Mrs. Wheeler, reacting in wifely fashion.

The fall Montana Senator, who has proven before on the floor of the Senate that he ain't a-feared of a man nor beast, rose up from his bed and walked toward the window. "Get going", Wheeler told the bruin. Which the bear did, slowly squeezing himself out of the window.

After all, even a bear knows when he's not wanted, has respect for a U. S. Senator. Unless, of course, it's a Russian bear.

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### Mrs. Roosevelt Talks About Her Activities; Radio Offers
(Janice S. Weingarten in "Editor & Publisher)

"I couldn't afford to buy my own newspaper, much less would I want it. I wouldn't care to take on a job I know nothing about."

Here she pointed out that many people seemed to be under the impression that the late President had left her something in the neighborhood of $2,000,000 and she stressed that this was not true.

"Will you maintain permanent offices here in New York?" Editor & Publisher asked.

"Yes, I now have an office in New York", she answered. "It's a small place in the Canadian Pacific Building where Miss Thompson has one stenographer helping her answer the mail because it's too heavy to handle here at home."

"Is it true that you may take on a 'Mrs. Anthony' advice-type broadcast?"

"No. I've had one or two offers to broadcast once a week and I'm considering them but nothing has definitely been decided yet."

Then, laughing with genuine amusement at the picture the suggestion had conjured up in her mind, she said, "I'm not a Dorothy Dix and would never consent to doing that type of broadcast." * * * *

To get material for her column and her other writings, Mrs. Roosevelt reads prodigiously and confides, "of course I see a great many people."

Mrs. Roosevelt employs three people for outside research. They look up special material for her, read and digest things that she doesn't have time for, verify facts and figures so that she will be accurate at all times." * * *

Mrs. Roosevelt finds reader reaction to her newspaper column as heavy as 100 letters a day. This is not quite as heavy as it was when she resided in the White House but she points out:

"In the White House I got many more letters from people who were infuriated about something I'd said or done."

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## Phoney Television Schools Newest Racket; FTC May Act
("Variety")

From all indications the public is in for a grand fleecing if it falls prey to the television instruction racket which is growing unchecked, now that war is over, stemming directly from model, theatre and radio "con" dodges that are old hat to showbiz. Leeches who are now moving in to grab their share of coin from would-be actors, writers, and even directors have found a new lure in magic word, "television".

Hopefuls think that without inside info and "pull" they can get from these shysters, they cannot crack tele and fail to realize that authorized video agencies and reps don't know the stooges are alive. Many of them are operating from one-flight-up offices that have housed radio and stage "talent agencies", simply adding another word to their advertising and promotion, thus acquiring another department. Then they just sit and wait for the suckers to stroll in.

And they do. The last few years saw millions of dollars poured into the coffers of voice and dramatic school racketeers. During the war one Chicago outfit ran a school for "television engineering". Over 500 students put up dough to be taught "principles of television" which they have never and will never be able to apply practically. Another school in New York has been "teaching" prospective techmen to build set parts which are then sold to dealers, unbeknown to students who are, of course, paying for their "training".

Checking last week on a Broadway talent school claiming a television course showed that a fee of $200 for six months was asked by outfit which had no tele equipment and no contacts or attachment with any video outlet. "Television is just like motion pictures", was glib explanation, "and you don't need a camera to learn how to act for Hollywood."

(Editor's Note: It is reported that both the Federal Communications Commission and the Federal Trade Commission have been aware of this situation for sometime and that the FTC may take some action at an early date.)

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## TRADE NOTES

FCC Clear Channel hearings which were to have been held October 23 have now been moved forward to January 14, 1946.

A request by Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, for more time and because of pressure of other work at the Commission are given as reasons for the postponement.

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George E. Allen, insurance executive and I. T. & T. and Mackay Radio director, was a member of the small party that accompanied President Truman on the latter's recent trip to the Middle and Southwest. In fact, Mr. Allen has been described as being a member of the White Houst staff.

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Rear Admiral Ellery W. Stone, formerly Vice-President of Mackay and All America Radio Companies, now head of the Allied Control Commission in the Mediterranean, had a private audience with Pope Pius last week. Admiral Stone expects to leave Rome when the Allied Commission finally disbands.

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Mark Woods, President of the American Broadcasting Company is mentioned as a partner of Earl Carroll who is reported to have revealed plans for a $5,000,000 Hollywood theatre intended to be the largest in the world. It will be along the lines of Radio City Music Hall and the old New York Hippodrome and will seat 7,000. It will be located on Sunset Boulevard opposite CBS studios and will occupy a space of 200 by 585 feet as compared to Radio City Music Hall 200 by 300.

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Jess Willard, new Executive Vice-President of the National Association of Broadcasters, addressed the "kick-off" dinner meeting of the Washington Central Y.M.C.A. membership campaign this week.

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Leaders of the American and Canadian Radio Manufacturers' Associations are holding a joint session today and tomorrow (Wednesday and Thursday, Oct. 10-11) at the Westchester Country Club, Rye, N.Y. The Canadian RMA Board of Directors and officers will be guests of the American organization at Rye, following the first joint meeting of the two organizations last April in Montreal. A dinner will be tendered to the Canadian guests.

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License transfer has been authorized by the Federal Communications Commission for the sale of FM station W3XO to the WINX Broadcasting Company, of which Eugene Meyer, publisher of the Washington Post, is President. The present owners of the station are Jansky and Bailey. The sales price approved by the Commission was $75,000.

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The WPB Radio & Radar Division will cease operations as an agency on October 31st. Thereafter two men will be retained in the Civilian Production Administration to handle any radio industry reconversion problems which may arise during the following few months, Melvin E. Karns, Director, advised.

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Reprints are now available of "Film - the Backbone of Television Programming", an address made at a conference of the Society of Motion Picture Engineers by Ralph B. Austrian, Executive Vice-President, RKO Television Corporation, New York.

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Mackay Radio and Telegraph Company has resumed operation of its direct high-speed radiotelegraph circuit between New York and Budapest, Hungary.

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The 22nd annual advertising and selling course, sponsored by the Advertising Club of New York will feature a clinic in radio and television, directed by Eugene S. Thomas, Sales Manager of WOR.

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The Foreign Economic Administration announced that Government purchase of Indian mica will cease on November 30, opening the Indian market, by far the largest source of industrial mica, to private trade.

Restoration of normal commercial activities after November 30 will be speeded by an agreement between the Government of India and the joint U.S.-U.K. mica mission to facilitate exportation of trade samples by Indian mica suppliers.

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Edgar G. Herrmann has been appointed Sales Manager of the Emerson Radio Corporation. Mr. Herrmann's long experience has been highly specialistic to the radio and phonograph fields. Mr. Herrmann was formerly an executive of Lord and Thomas Advertising Agency. For the past ten years he has been with Zenith as Advertising Manager and in other capacities.

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Two-coat spatter finishes and simulated hammered finishes which give the effect of iridescent metal are now possible in one spraying operation with Dimenso, a newly developed spray gun by Sherwim-Williams Co. of Cleveland which sprays two colors simultaneously through one nozzle.

Intended for radio cabinets, auto dashboards and other metal products where a finish combining beauty and durability is desired, Dimenso provides a one-operation finish that is said to be more durable, faster and cheaper than conventional hammer and spatter finishes requiring two or three operations.

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Commander Herbert C. Outerman, on terminal leave from the Navy, has been appointed Executive Assistant to Benjamin Abrams, President of Emerson Radio and Phonograph Corporation. As head of the Electronic Components Group of the Production Division of the Bureau of Aeronautics, Commander Outerman was in charge of the production of electronic and electrical equipment used by the Naval Air Arm during the war.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF OCTOBER 17, 1945



No. 1701

October 17, 1945

# RADIO MANUFACTURERS STYMIED BY PARTS MAKERS 30% DEMANDS

by Robert D. Heinl

As the golden tide of postwar business looms, the radio receiving set manufacturers of the country apparently find themselves blocked and completely in the hands of the radio parts manufacturers. As a result, the set manufacturers are said to be facing the most critical situation in their history. This bottleneck, it was explained, will force the larger set manufacturers to go into the manufacture of their own parts which, of course, would cause a material delay and much unemployment for the next few months at a time when reemployment is so vital. A prominent set manufacturer said that already set manufacturers were looking for sites and buying property for parts manufacturing additions.

It is such a serious impasse that no radio set manufacturer has been found willing to be quoted but here, on excellent authority, is the inside story:

All the larger manufacturers of radio receiving sets in the United States are today designed, tooled and ready to go, but thousands and thousands are out of employment for just one reason and that is that all radio manufacturers, including the largest, such as: Philco, RCA, Zenith and GE, are and have been in the past dependent on parts manufacturers. The radio set manufacturers are willing and ready to go ahead with production even though the increased prices just allowed to the radio set manufacturers by the OPA will not adequately permit a profit. The radio set manufacturers generally feel that even though they start producing at a loss, the OPA will rapidly rectify this when it is proven that business is being done at a loss. The radio parts manufacturers, on the other hand, were not satisfied with the figures allowed to them some time ago by the OPA and the OPA has again raised the allowances to the radio parts manufacturers and they are still not satisfied and they refuse to go ahead and produce! The whole radio receiving set industry is stymied and there are no exceptions!

There is said to be only one solution and that is that the larger manufacturers of radio receiving sets will have to immediately start the manufacture of parts, and this is already being done by some of the larger producers. It is obvious, they say, that they must manufacture that which they cannot buy.

The parts manufacturers are reported to be very independent and they are said not to be taking a long-range view. Some of them are said to figure that with the lucrative government profits they have enjoyed for the first eight months of this year they are already into excess profits brackets so why do any gambling until

the new year starts. In the meantime, the thousands and thousands stay out of employment, the merchants are deprived of their profits, and the public gets no new radio sets for which they are waiting.

"Incidentally, we have no radio manufacturers' association capable of protesting this action and lack of interest by the parts manufacturers", one manufacturer declared. "My reason for saying this is that the large, large majority of members of the Radio Manufacturers' Association are not radio receiving set manufacturers but they are parts manufacturers. Therefore, RMA finds itself in an impossible and most embarrassing position."

A list of some of the parts that the radio receiving set manufacturers are dependent upon the parts manufacturers for, are: Speakers, variable condensers, fixed condensers, electrolytic condensers, and transformers.

Our informant, who furnished this list, said:

"The reason that I did not include tubes is that the tube manufacturers are doing a splendid job, and they are the principal exception . . . they are taking their chances and cooperating. In the list I have given you we will take, for instance, variable condensers . . . no manufacturers are making their own variable condensers and there are only four large suppliers of variable condensers in the whole United States. I might say, however, there are some manufacturers of minor parts who are cooperating, but it doesn't round out the picture and the set manufacturers if they are short of any one item are still out of business."

The fact that such a serious situation prevailed within the radio manufacturing industry was revealed when the writer inquired of a manufacturer if it was true, as reported at that time, that 160,000 people were out of employment as a result of OPA's delay in fixing prices. The reply was:

"I think that figure is reasonably correct, but the reason is not the one given. The reason is that we haven't a manufacturing industry. We've got nothing but an assembly industry, where radio manufacturers are at the mercy of the parts manufacturers.

"It is about time the radio manufacturers got together and started to manufacture their own parts, and make a manufacturing industry out of it, not an assembly industry."

Getting back to the 160,000 (some put it as high as 200,000) estimated to have been unemployed, he concluded:

"When you consider that V-J Day was in early August and this condition still exists of the suppliers refusing to turn their wheels and produce, you can realize how the nest eggs in bank balances are being depleted of those employees who have been out of work since that time."

The battle cry of the parts manufacturers appears to be "Give us a 30% increase or greater or we won't build any parts", and the retort of the set manufacturers is "Give us the parts at a reasonable figure or we will make them ourselves."

Apparently the set manufacturers mean business and, if so, and the parts manufacturers do not back down, the next six months may prove to be the most hectic in the history of the radio manufacturing industry.

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OPA-PARTS MAKERS BOTTLENECK MAY CUT RADIO SET OUTPUT 50%

Announcement by the Office of Price Administration of increased prices for both radio set and parts manufacturers is expected in the trade to end the stalemate which has prevailed for the past six weeks. However, production may be limited for some time and is not expected to reach the optimistic forecasts of WPB, made prior to the OPA and parts makers troubles, of 3,500,000 sets by the end of the year. A third of this would seem to be a better guess now.

Set manufacturers generally appear willing to accept the OPA increases of 10½ to 12 per cent on 1941 prices; but some parts manufacturers, particularly makers of wood cabinets, speakers and variable condensers still feel they cannot produce without losing money. Consequently they may remain a bottleneck to reconversion unless OPA grants adjustments after receiving individual "hardship" applications for relief.

The general feeling of both groups of manufacturers is that they have exhausted means of appeals to OPA for industry-wide appeals and that their only recourse now is to make individual applications for higher prices where production cost data can be furnished to justify the increase. Manufacturers feel that appeals to Congress would not bring any change quickly enough to benefit the industry.

However, they expressed appreciation for the way Senator Homer E. Capehart (R), of Indiana, a member of the Interstate Commerce Committee, and himself a former radio manufacturer, took up the cudgel for them. Senator Capehart threw a good scare into the Office of Price Administration by vigorously urging the Senate to adopt a resolution which he and Senator Millard E. Tydings (D), of Maryland, had introduced to thoroughly investigate the price fixing policies of OPA.

Senator Capehart is still far from satisfied with the situation. He said that the price ceilings just set by the OPA were not nearly high enough. He was told that the radio set manufacturers were of the same opinion but that they were going to try out the new prices in hopes of getting relief in individual cases.

"I hope they do", Senator Capehart replied, though from his tone one got the impression that he was far from being convinced that they would get the desired price readjustment.

"You know it seems a terrible thing for OPA - the government itself - to do so much toward blocking reconversion and keeping all these people out of work at a time like this."

In announcing the new radio prices, the OPA, apparently nettled by criticism, took an unprecedented way to defend itself. The new prices were announced in the usual routine press statement but added to this was a lengthy alibi blaming the parts manufacturers for the delay in final factors. It was captioned "Behind Today's Action" and is printed here for the first time in full:

"Despite repeated requests by the Office of Price Administration for the submission of cost data for use in computing the increase factors for radio parts, and despite assurances of representatives of theindustry that such cost data would be supplied, cost data were not submitted to OPA as promised, OPA said.

In contrast, cabinet and set manufacturers supplied the required data promptly, and OPA was able to fix legal increase factors without delay, the agency said.

Cabinet manufacturers held their first meeting with OPA on April 19, this year, to discuss a possible survey form. The form was mailed out on May 10, and on July 16, the Industry Advisory Committee was advised of the industry-wide increase factor.

Similarly, set manufacturers, who received their questionnaire after August 10, this year, answered so promptly that within five weeks OPA had complete data from manufacturers of 80 per cent, by dollar volume, of the industry.

When cost data were requested for use in establishing the increase factor for radio tubes in August 1945, adequate data were submitted, and a final increase factor was promptly provided by OPA.

In the case of the eight groups of radio parts for which increase factors are being announced today (October 11), however, the industry was less responsive in providing cost data, except in the case of fixed capacitors.

Because adequate cost data were provided, the increase factor for fixed capacitors provides a ceiling price for capacitors which gives manufacturers their 1941 costs, adjusted to cover increases in basic wage rates and materials prices since, and the capacitor industry's average profits for the peace-time years 1936-1939.

Because parts makers from the Mid-West only supplied the bulk of the cost data on coils, radio power and audio transformers, chokes and vibrators, and speakers and speaker parts, the data submitted were from high-cost producers, not representative of the industry as a whole. Factors for these items, therefore, while

reflecting only one-half of manufacturers' average 1936-39 profits, are expected to yield prices high enough generally to allow producers as a group the full profit margin for 1936-39.

Virtually no cost data was supplied OPA on variable condensers, parts for electric phonographs, fixed and variable resistors, radio parts such as radio hardware, moulded parts, terminals, shields and switches. As a result, for these items, the final increase factors were fixed 4.5 percentage points above the "interim" factors, the amount of 4.5 percentage points being the smallest increase over the "interim" factor authorized for any of the four groups on which cost data was supplied, OPA said.

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## U.S. COURT UPHOLDS STATION REFUSING RELIGIOUS GROUPS TIME

In an unanimous nine-page opinion, the Federal Circuit Court of Appeals in Philadelphia Friday upheld the right of the William Penn Broadcasting Company to refuse to sell program time on Station WPEN, Philadelphia, to eight religious groups.

The decision, written by Judge John Biggs, Jr., and concurred in by Judges Gerald M. F. McLaughlin and Curtis L. Waller, admitted that while it was "true that for a man to speak or preach, he must have some place from which to do it", it did not follow "that he must seize a particular radio station for his forum."

A radio station, the Court held, might either sell time or give it to religious groups, but that no Federal law was violated when it refused to sell time to any such group.

"A radio broadcasting station", the Court added, "is not a public utility in the sense that it must permit broadcasting to whoever comes to its microphone."

The controversy arose after WPEN was purchased by The Philadelphia Evening Bulletin. The new management cancelled all contracts held by religious groups with the previous owner, and announced it planned to donate time for religious programs, not including those of the complainants. In their suit the latter charged abridgment of the rights of free speech and religious worship and breach of contract.

Judge William H. Kirkpatrick of the United States District Court dismissed the suit in April on the ground that the plaintiffs had shown no cause for action, and Judge Biggs, in sustaining him, held that they had proved none of their allegations.

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CBS PROPOSES ALLOCATION CHANGE; NBC, ABC, WOR CONCUR

Increased coverage and a greater degree of equality among FM stations in the northeastern States was proposed on Monday by the Columbia Broadcasting System in a hearing on FM Frequency allocations before the Federal Communications Commission.

Joseph H. Ream, CBS Vice-President, in submitting a proposed revision of the FCC's allocation plan, pointed out that the alternative plan would increase the average coverage of New York City stations from 6,170 square miles to 6,710 square miles, and the average coverage of all stations in the northeastern area from 8,770 sq. mi. to 9,010 sq. mi.

"The total increased coverage of all stations in the area would be approximately 40,000 square miles", Mr. Ream said, "and this is equivalent to providing channels for five additional stations with a coverage of 8,000 square miles each."

The revised plan proposed by CBS was also supported by the National Broadcasting Company, Station WOR, key station of the Mutual Broadcasting System in New York; the American Broadcasting Company, and W. G. H. Finch, radio engineer and inventor.

Under the revised plan proposed by CBS, stations in each metropolitan district will, in most cases, have coverage areas which are more nearly equal. For example, in New York City, ten of the twenty stations will be practically identical in terms of coverage, and the variation of coverage between the extremes will be reduced from 56% to 39%.

"We advocate equality in physical facilities among stations in each market insofar as possible", Mr. Ream declared. "This will avoid the prince-and-pauper result which has existed in present day broadcasting, and will concentrate competition between stations in the field of programming. This should result in bringing the public a better program service."

The alternate plan proposed by CBS was reflected in sixty maps prepared by the CBS General Engineering Department. William B. Lodge, CBS Director of General Engineering, presented a detailed explanation of the plan and outlined the technical aspects of the improvement which the plan would provide.

Marcus Cohn, counsel for the United Broadcasting Corp., subsidiary of the International Ladies Garment Workers Union (AFL) which last week applied for four FM stations, filed a protest against the FCC proposed allocations for New York, charging that the five best frequencies had been assigned to present broadcasters whereas newcomers should have an equal opportunity. Chairman Porter said putting all on an equal basis and starting all over again would be tantamount to cancelling some stations' licenses and disapproved of the proposition.

Henry W. Ladner, Assistant General Counsel, appeared for NBC and Frank D. Scott for WOR and WBAM, Bamberger FM stations.

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# GIMBEL'S-RCA TO SHOW WHAT INTRA-STORE TELEVISION CAN DO

Arrangements have been completed with the RCA Victor Division of the Radio Corporation of America by Gimbel's-Philadelphia for a demonstration of intra-store television specifically designed to show the power of video as a department store selling medium.

The test demonstration will be opened to the public on Wednesday, October 24, and will run for an extensive period, Arthur C. Kaufmann, Executive Head of Gimbel's, disclosed.

Using the practical theme "Television goes to Work", Gimbel's-Philadelphia hopes to apply a yardstick to the merchandising assistance which television can provide by a dramatic presentation of the store's merchandise, Mr. Kaufmann said, and to measure the pulling power of television in building store traffic in selected selling areas. It was pointed out that the demonstration, at this time, would minimize but not overlook, video as an entertainment medium. It will, however, emphasize its possibilities to increase sales.

Based on the success of this demonstration, Mr. Bernard Gimbel, President of Gimbel Brothers, announced, consideration will be given to the installation of RCA Victor television equipment in Gimbel stores in Pittsburgh, New York, and Milwaukee.

He revealed that negotiations leading to the Philadelphia installation started with Frank M. Folsom, Executive Vice-President in charge of the RCA Victor Division, over a year ago, and were climaxed by an all-day visit of Gimbel directors to RCA Laboratories in Princeton, N. J., for a "behind the scenes" viewing of television and other electronic developments there.

Recalling that Gimbel Brothers was the first department store to install and operate a radio broadcasting station in Philadelphia in 1922, Mr. Gimbel declared that television would be an even greater force than radio in department store merchandising. By means of the RCA television system, he pointed out, customers on various floors can be shown Gimbel merchandise on other floors throughout the store.

"We are satisfied that television is sufficiently developed to enable us to conduct a fair test of its usefulness in store merchandising activities", Mr. Gimbel declared. "That is the purpose of the experiment to be conducted in Philadelphia, and why we are willing to make the investment to conduct this experiment."

In his brief message following Mr. Gimbel, Mr. Folsom at the press conference held for representatives of the radio and consumer merchandise trade publications in New York on Thursday (October 11th), declared that wartime conditions and unavailability of equipment and personnel did not permit carrying out the Gimbel organization's ideas on store television when they were first presented in 1944.

"However", he said, "Bernard Gimbel is one of the most ardent believers in television and he recognizes that television can be profitably applied to store merchandising activities. It is on that basis that Gimbel Brothers are undertaking this extensive experiment in Philadelphia for which RCA Victor is supplying the equipment."

Department stores will benefit from the Gimbel's-Philadelphia television demonstration, it was revealed. Store executives throughout the country, it was announced by Mr. Kaufmann, would be invited to Philadelphia to see at first hand Gimbel's results and experiences so that for the first time they would have actual facts on the practical possibilities of store merchandising through video.

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CHAIRMAN PORTER, GOVERNOR PORTER, OR SENATOR PORTER?

There was no comment from Chairman Paul Porter on the revival of the rumor that he was to leave the Federal Communications Commission soon. This report keeps bobbing up. At first it was that he intended running for United States Senator from Kentucky. However, there will be no vacancy there until 1949, at which time the term of Senator A. B. "Happy" Chandler expires. Even if Senator Chandler should finally decide to accept the position of baseball czar November 1st, Governor Simeon S. Willis, of Kentucky, being a Republican, would appoint a Republican so Paul Porter wouldn't have a chance there.

However, a later rumor was that Mr. Porter would resign from the FCC to run for Governor of Kentucky. The term of Governor Willis expires December, 1947, and the gubernatorial term in Kentucky is for four years. According to that dope, Paul, if elected Governor, would then be slated to try for the next senatorial vacancy.

Still another report was that Mr. Porter might go back to the Columbia Broadcasting System in an executive capacity.

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WESTERN UNION SECURES FM LICENSE FROM MAJOR ARMSTRONG

Western Union Telegraph Co. has further solidified its position in the field of radio transmission, it was disclosed Tuesday in New York by the Associated Press, with announcement of a license agreement to use the FM inventions of Maj. Edwin H. Armstrong.

Company officials said Western Union already uses FM in a large number of its carrier systems and that the new agreement, to run until 1956, makes possible the use of the Armstrong inventions in development of its telegraph radio relay system.

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## CELLER BILL SEEKS TO CONTROL RADIO STATIONS' SALES PRICES

In introducing his bill designed to protect radio from over-commercialization, Representative Celler (D), of New York on Monday said:

"A phase of the bill concerns itself with excessive prices paid in the transfer of stations. I know of one case where a station was sold for 1,543 times its net income. Stations with assets of about $50,000 have been sold for $500,000. Such uncontrolled prices make it possible for only those of great wealth to operate stations and tend to keep the control of radio in the hands of a select few. It is an unbalanced and unhealthy condition for so vital a medium as radio which has tremendous force in the molding of public opinion and public taste. The bill I have offered, therefore, includes the following:

> "'No transfer or assignment shall be approved in which the total consideration to be paid for the broadcast property, tangible and intangible, exceeds the fair value of such property: Provided, That such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned.'

"Application for renewal licenses are made every three years. Too often the renewals are granted automatically. There should be a reexamination for each renewal application to determine whether the public interest is best being served by its present operators. Each renewal should be subjected to rigid investigation and any citizen who wishes to do so should be allowed to raise his voice in opposition or register his complaint. Furthermore, any person or entity desiring to function on the wavelength involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused and the privilege granted to the new applicant."

Mr. Celler's explanation of the bill and the text of the bill are reprinted in full on Page A-4661 of the Congressional Record of October 15, 1945.

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## BBC DIRECTOR-GENERAL PROPOSES INTERNATIONAL TELE PACT

Looking to the time when television programs will be able to reach into homes across the ocean, William J. Haley, Director-General of the British Broadcasting Company, has proposed that an international agreement be reached upon the bands of frequencies to be allocated to television and upon common television standards.

Mr. Haley's remarks were relayed from London to the luncheon session of the "Television Institute", a two-day discussion program sponsored by Televiser Magazine.

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## WMBD CONTROVERSIAL TIME POLICY ATTRACTS WIDE ATTENTION

It is now possible to give the details of the new policy adopted by Edgar L. Bill, President of Station WMBD, of Peoria, Ill. in allotting time for the discussion of controversial issues, in which so many broadcasters have expressed an interest. The complete text of the plan follows:

"Broadcasting is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency, fairness and good taste.

"In the spirit of freedom of speech and as a part of our public service, WMBD provides time for the presentation of public questions including opposing views on issues of a controversial nature.

"To arrange such broadcasts so that all interests are treated with justice and equality, WMBD is guided by the following policy:

1. WMBD will provide broadcast time free of charge, or will sell time, for the purpose of discussing public questions and controversial issues. The determination of whether such time shall be commercial or sustaining will depend upon circumstances involved in each case.

2. Each request for time for the discussion of controversial issues will be considered by the station management on the basis of the following factors:

   a. Merit of subject.
   b. Contribution to the community and public interest.
   c. Degree of public interest.
   d. Status of organization and/or individual requesting time with regard to recognized law and policy enforcement agencies and public welfare.

3. Broadcast time for public questions and controversial issues will be allotted with due regard to all the other elements of balanced program scheduling.

4. Commercial programs advertising products or services will not be permitted to include discussion of public issues. Any product or service advertiser desiring to purchase time for this purpose shall be required to buy separate program units and no product or service advertising shall be permitted on such programs.

5. All commercial programs whose continuity promotes sale of a product or a service are considered non-controversial.

5. All commercial programs whose continuity promotes sale of a product or a service are considered non-controversial.

6. Continuity must be submitted to the radio station 48 hours in advance of broadcast time. Such material will be examined with due regard to truthful and factual statements, existing libel laws, standards of good broadcasting, decency and good taste.

7. Only program time of five minutes' length or more is available for discussion of public questions and controversial issues. Program material must be presented in talk or speech form only by an authorized representative of the organization to which program time has been allotted. Such program forms as dramatization, forums, audience participation, quiz, anonymous voices and other practices are not permitted.

8. The one-time national advertised rate will apply to all programs in this classification.

9. All broadcasts of controversial issues and dealing with public questions must be properly identified according to the regulations stipulated in Section 3.409 of the Communications Acts of 1934.

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IT WAS PIERRE (NOT PAUL) AS EVEN THIS EDITOR WELL KNEW

Last week Capt. Pierre H. Boucheron, USNR, for many years a prominent figure in the publicity, advertising and sales fields, returning to the Farnsworth Television & Radio Corporation of Fort Wayne, Indiana, was inadvertently referred to in these columns as "Paul" Boucheron. It was one of those stupid mistakes that happen about once every so often and are so hard to explain.

Captain Boucheron has been appointed Director of Public Relations for Farnsworth by E. A. Nicholas, President of that company.

Before being called to active duty in July 1941, Captain Boucheron was Sales Manager for the company from its inception. He served the U. S. Navy as a communications specialist on several important assignments, first in Greenland, then successively in Washington, D. C., North Africa, and finally in France from which country he recently returned to civilian status after a total of over four years' service, three of which was overseas duty.

Captain Boucheron was awarded the U. S. Navy Commendation Ribbon for the successful completion of his Greenland mission. He also received the rare Ouissam Alaouite Cherifien, degree of commander, from the Sultan of Morocco, and the Cross of Chevalier, Legion of Honor from the French Government.

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## RECONVERSION CONFERENCE OF RMA CANADIAN-U.S. ASSOCIATIONS

"Back to work" in civilian radio production was the keynote of a reconversion conference of radio industry leaders of the United States and Canada last Wednesday and Thursday, October 10 and 11, at the Westchester Country Club, Rye, New York. Information was exchanged on many mutual and parallel reconversion problems including government price orders and procedure hampering manufacturers of both countries. President R. C. Cosgrove of the Radio Manufacturers' Association of the United States presided, and the Canadian RMA officers and directors were headed by President R. M. Brophy of Canada.

Necessity for the radio industry to "go to work" and resume civilian radio production and employment was stressed at the meetings. Obstacles and difficulties in government price regulation, requiring manufacturers to sell below cost in many instances, were recited. The Westchester meetings closely followed OPA announcement of both receiving set, parts, tubes and cabinet price increases, which, although substantially increased since September 1, were declared by many manufacturers, and especially several parts groups, to prevent recovery of costs and show volume production.

It appeared to be the consensus of opinion that volume production would be attained slowly and that many hardship appeals would be presented to OPA from its price decisions, by set as well as component manufacturers. Arrangements were made to advise RMA members promptly and in detail of such hardship appeal procedure with OPA.

The Canadian-U.S. industry groups discussed many mutual problems. The Canadian visitors were tendered a dinner Wednesday evening, October 10, and as a memento of international cooperation were presented by the U.S. RMA with a scroll commemorating their second conference. Another joint meeting in Canada in 1946 is planned.

President Brophy of the Canadian RMA told the joint industry conference that the Canadian industry expected to deliver 100,000 new radio sets before Christmas and should be able to meet full demands within a year. He praised the cooperation and recent war production of the two national industries and organizations.

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## RADIO PARTS TRADE SHOW SET FOR MAY 13-16 IN CHICAGO

The Board of Directors of the newly formed Radio Parts and Electronic Equipment Shows, Inc., have announced the definite date and tentative plans for the 1946 trade show at Chicago. The sudden ending of thewar with Japan necessitated revision of the original plan to hold the 1946 show in October. Realizing the desirability for holding the show at the earliest practical date, May 13th through 16th (Monday through Thursday) has been set. Chicago, the site of many previous radio trade shows was selected

because of its geographically central location and availability of the Hotel Stevens facilities.

The trade show corporation is represented by eight Directors appointed by the four sponsoring organizations, two from each group. These men, all well known among the trade, are:

From Parts Division of Radio Manufacturers' Association: Leslie F. Muter, the Muter Company, Chicago, Illinois; Jerome J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

From National Electronic Distributors' Association: W. O. Schoning, Lukko Sales Corporation, Chicago, Illinois; Sam Poncher, Newark Electric Company, Chicago, Illinois.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough, Belden Manufacturing Company, Chicago, Illinois; J. A. Berman, Shure Brothers, Chicago, Illinois.

From Sales Managers Club, Eastern Division: R. P. Almy, Sylvania Electric Products, Inc., Emporium, Pennsylvania, and Charles Golenpaul, Aerovox Corporation, New Bedford, Massachusetts.

As soon as the services of a Show Manager can be obtained, a headquarters office will be established in Chicago.

Exhibitors at the show will be limited to members of the four sponsoring groups. No radio sets will be displayed. Application forms are being prepared and will be mailed to all sponsor members soon.

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## G.E. HAS NEW RADIO NOISE FILTER

A tiny gadget developed by General Electric for making better radio reception possible aboard the giant B-29s will be an important factor in bringing better radio reception in the homes, G. W. Frick, G.E. engineer, said Monday at Schenectady.

Known as a radio noise filter, the device is being widely used to eliminate static or buzzing in electrical equipment, such as household appliances.

In the case of the B-29, Mr. Frick explained, the motor which drives the gyro used in the complicated gunfire control was producing such a buzz or hum that it was difficult for the crew's radio operator to pick up distant signals. Application of the filter stopped the disturbance before it reached the radio.

The device has been applied to apparatus such as generators, exciters, amplidynes, inverters and dynamotors.

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## SCISSORS AND PASTE

### Wainwright Gets RCA Message to Wife

(Gen. Jonathan M. Wainwright in "This is My Story" King Features)

After the Japs attacked, I rode back to Stotsenburg about 3 o'clock that afternoon for lunch and found an American girl - a Mrs. Necker, wife of the manager of the Radio Corporation of America station at Manila - sitting on my front porch. She had been up to Baguio with friends over the week-end and had driven down to Stotsenburg before the Baguio raid. Her husband was supposed to meet her at Stotsenburg, but the Japs had knocked down one of the railroad bridges on the line leading up from Manila.

She was stuck, one of the first of so many defenseless American women caught in the machinery of war. Tom Dooley quickly found that there would be no train to Manila until the bridge was repaired. So I fixed up a room for Mrs. Necker and got through a call to her husband.

Mr. Necker seemed very grateful and asked me what he could do to repay me.

"Send a message to my wife and tell her I'm okay", I asked him. He did this, and sent other such messages, one of the last of which was a Christmas wire to Mrs. Wainwright just before the RCA station closed down.

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### Texas Proposes Television Theatre Circuit

("Film Daily)

Interstate Theatres of Dallas, Texas, have announced plans for a television theatre in Galveston.

An 800-seat showplace will be erected, when materials are available, to serve as a test of the circuit's television plans. Five other Galveston sites have been acquired for theatres to be television equipped, it was stated.

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### CIO and FM

("Washington Times-Herald")

The CIO Political Action Committee is putting on a high pressure campaign to keep control of frequency modulation (FM) radio broadcasting out of the hands of publishers and industrialists who control regular broadcasting through mass ownership of stations.

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## TRADE NOTES

Saying that friends may prove President Truman's Waterloo, Drew Pearson writes:

"One old friend, Edward McKim, a Nebraska insurance man, got him into trouble. Another insurance friend, George E. Allen, is likely to get him into more."

(Editor's Note: Mr. Allen is a director of the Aviation Corporation which recently bought out Crosley. Also a Director of the I. T. & T.)

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Aviation Corp. announced it planned to offer for public sale 236,000 shares of American Airlines if finally ordered by the CAB to dispose of them.

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The Federal Communications Commission announced last week a policy of issuing a limited number of experimental licenses for the operation of radar navigational devices.

The Commission emphasized that the authorization will be made only for Experimental Class 2 stations where it is clear that the facilities are to be used to obtain data relative to the needs of a proposed radar navigational service and to collect information which might be useful in formulating regulations governing the operation of radar stations.

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A certain Republican Senator sees taking VIPs (as the Army and Navy call them - Very Important Persons) on tours to the war zones, such as the recent party of radio executives to Europe, as really a means that is being taken to get key people of the country under obligations to the present Administration.

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A 52 week contract for major boxing bouts to be aired over the full network of Associated Broadcasting Corporation, has been signed by Adam's Hats through the Buchanan Company, Inc., New York.

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Columbia Broadcasting System's Affiliates Advisory Board will hold its third meeting of 1946 on October 18th and 19th at CBS headquarters in New York City.

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Arthur Rank, Chairman of Odeon Theatres, of England, has stated in his annual statement that television will play an important part in screen entertainment and that Odeon, with other associated companies, is participating in research on the development of large screen video.

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The Jap radar was said to have been so poor they couldn't tell whether it was Japanese or enemy planes that were coming in.

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FCC Commissioner William H. Wills, former Governor of Vermont, who suffered a heart attack recently, is now able to visit his office each day.

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Increased releases of mica from the government stockpile to help industry meet immediate peacetime needs was announced last week by the War Production Board.

In a letter sent to all manufacturers and fabricators using mica, the agency announced that on October 24, it would authorize the Metals Reserve Corporation to release 107,500 pounds of the Government's stockpile to complete manufacturers' orders for which they have no mica on hand.

This stockpile release is in addition to approximately 20,000 pounds freed in the early part of September.

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Hon. Lowell B. Mason, of Illinois, was sworn in as a member of the Federal Trade Commission on Monday. He is a Republican, son of thelate William E. "Billy" Mason, United States Senator from Illinois, and is one of the two Republican members of the 5-man bipartisan Commission and the first new Commissioner to be sworn in for many years. It was the first induction of a Commissioner in the present Federal Trade Commission Building.

Mr. Mason was nominated by President Truman to fill the unexpired term of Commissioner Charles H. March, Republican, of Minnesota, who died on August 28th.

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Rewriting House-approved legislation authorizing President Truman to reorganize the Government, the Senate Judiciary Committee put in provisions that:

1. No change shall be made in the status of 13 agencies. (This still leaves 90 or more that the President can shift about.)

2. Any reorganization plan may be vetoed by either House or Senate, acting alone.

The first of the 13 agencies exempted was the Federal Communications Commission.

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First high-speed production-line installation for electronics curing and drying of foamed sponge rubber for automobile and airplane seat cushions, furniture upholstery, mattresses and a host of other post-war products has been placed in production in the Fall River (Mass.) plant of the Firestone Tire and Rubber Company, according to a joint announcement by Firestone and the Westinghouse Electric Corporation, builders of the equipment.

The new technique which employs high frequency radio waves - just like those of shortwave broadcasting or radar - to generate heat in the work by agitating its molecular structure, and six times as fast as present methods, is equally adaptable to either natural or synthetic rubber, Firestone Chairman John W. Thomas declared.

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Copies of the booklet, Council on Radio Journalism, are being mailed by the National Association of Broadcasters to all radio stations in the United States. The Council on Radio Journalism was established by joint action of the Radio News Committee of the NAB and the American Association of Schools and Departments of Journalism.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1702

WILLARD TELLS SCHOOL BROADCASTERS RADIO IS EDUCATION

The first time at bat as Executive Vice-President of the National Association of Broadcasters, A. D, Willard, Jr. knocked the ball clear over the fence in addressing the School Broadcast Conference in Chicago yesterday. Broadcasters have been accused of being backward and just a little dumb with regard to education but surely anyone hearing Jess Willard's speech didn't get that idea. Educators have been busy telling the broadcasters, but here was a case of a practical broadcaster of long experience telling the educators.

"The week of November 4th has been proclaimed National Radio Week in celebration of the Twenty-Fifth Anniversary of the American system of broadcasting. A brief quarter century out of the history of the world is to be given recognition for what it has contributed to the welfare of all people through the science of electronics.

"If we were to select one word to describe radio's greatest contribution to mankind in the brief period of its existence, that word would be education. I do not mean classroom education, although the American system of broadcasting has provided means for expanding the resources of the classroom teacher. I refer to the education of mankind on the broad principles of freedom and understanding - the mastery of distance - the breaking-down of barriers between peoples - the presentation of all viewpoints - so that the most isolated citizen possessed of a radio receiver is no longer isolated from the thoughts of the world or from the progress of civilization.

"Contrary examples - the criminal use of radio to enslave whole populations and drive them to savagery and war - have been overthrown and condemned by the victorious armies of the United Nations. They were aided tremendously by radio itself, a powerful weapon of strategic warfare, which carried messages of truth beyond battle lines into the heart of enemy countries, penetrating to dark passageways, cellars, and attics, where the people listened to secret receivers in rebellion against the tyranny of their leaders.**

"Again I say, this is not classroom education as we know it today; yet it was the classroom education of Socrates, Plato, Aristotle, and the greatest teachers of all time, who laid the foundation for all teaching. In fact, the philosophy of living, of government, of man's association with man, was the basis of classroom teaching for centuries. The science of medicine and physics gave only a hint of the specialization which was to come with increasing knowledge and the demands of civilization.

"American radio, in its first quarter century on earth, has demonstrated its facility as a medium for education, by conveying to people everywhere the fundamentals of wisdom which were in the beginning available only to those who could seek out the leaders of thought, sometimes at the risk of their lives. Granted that the invention of printing was a boon unexcelled in the history of the world, radio still has an advantage in its performance of an educational service in that it bestows knowledge on those who cannot read yet understand the spoken word, respond to music, know by voice although they may never see the President of the United States, absorb the message of simple drama and otherwise comprehend the reenactment of life, in terms with which they are familiar, as it comes to them through a radio receiver which costs only a few dollars and is theirs to use without the burden of taxation or limitations upon their choice of programs, thanks to radio as it was developed in this country.

"Now, at the beginning of its second quarter century, radio is prepared to enter the field of specialization in education to a degree far exceeding its contribution of the first twenty-five years, although remarkable progress has been shown. In fact, the first twenty-five years saw the development of formulas and program patterns which are a radical departure from the textbook and lecture routine and impose upon all teachers a new responsibility to their art. * * *

"It is safe to assume that an FM frequency will be available for practically every educational institution in this country which applies for one. While many educators have accepted this as a cause for rejoicing, some, I notice, have sounded a note of warning. The granting of an FM license to an educational institution will not of itself mean achievement of the ambition to teach by radio nor to conduct a better public relations program on behalf of the institution with the general public, which many educators desire.

"I am reminded of the most quoted axiom in the broadcasting business: 'You can have the best frequency and the finest equipment in the business, but you can't succeed without good programs.'

"This leads me to another familiar rule of the commercial broadcaster: 'More important than your investment in studios and equipment is your investment in good management.'

"I am wondering how much the educational institutions are thinking about 'good management' for their FM stations, using the term as descriptive of the persons in charge of their educational broadcasting operations. Here, as scarcely anywhere else in the realm of education, is a job for specialized skill.

"At first thought, one might say that an educational station need not concern itself with the problems and axioms of a commercial station - yet they are quite similar.* * *

"It is highly significant and gratifying to me that the celebration of the Twenty-Fifth Anniversary of the American system of broadcasting finds us on the threshold of great expansion in the field of education. That it will come, through the operation of school-owned FM stations, is without question. But the mere acquisition of FM frequencies is not enough. Techniques developed by commercial broadcasters, with the help of educators, over a period of years, must be carried into these new FM channels and constantly improved if the challenge is to be met. This calls for a program of cooperation between broadcasters and educators on a scale larger than ever before. The Federal Radio Education Committee, the Association for Education by Radio, the Ohio Institute for Eeucation by Radio, the Northeastern Radio Council, the Rocky Mountain Radio Council, and many others, including institutes conducted by many commercial stations to acquaint teachers with the potentialities of radio as a medium of education, are the foundation upon which an enlarged program of cooperation can be built. On behalf of the National Association of Broadcasters I salute the work of these groups and pledge the support of the radio industry in the important days to come."

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MAGUIRE AGAIN PAYS 30 CENT DIVIDEND; TO MAKE RADIO SETS

Maguire Industries, Inc. will pay a 30-cent dividend on the 1,008,820 outstanding shares of its common stock on October 30th to holders of record as of October 23rd. The same amount was paid last year and in 1943.

"We are proud to be able to maintain the unbroken record of cash dividend disbursements since 1939 in which year the present management was installed", said Russell Maguire, company president.

A large producer of small arms and radar equipment during the war, the company now has a peace manufacturing program that includes radio phonographs, railroad, aviation and marine communication equipment, radio receivers, automatic record changers, powder metallurgy items, centrifuge separators and similar products.

The company owns oil properties in Kansas, Texas and Pennsylvania, and also operates a Nostrip division that produces a chemical admixture for asphalt that causes it to adhere to wet as well as dry paving materials.

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The current issue of Life (October 22) has a graphic description of how the radio operated proximity fuses work.

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# JETEC, NEW TUBE STANDARDIZING ORGANIZATION, MAKES ITS BOW

JETEC stands for Joint Electron Tube Engineering Council, the newly-formed agency of the National Electrical Manufacturers' Association and the Radio Manufacturers' Association, established late last Winter to coordinate all engineering matters related to the standardization of electron tubes.

The organization of JETEC has been completed with seven Committees set up to deal with individual classes of tubes and four to coordinate such matters as sampling procedures, packaging, type designations, and mechanical standards.

The Chairmen of these eleven committees assist the six-man Council consisting of L. G. Hector, D. D. Knowles, O. W. Pike, A. Senauke, G. R. Shaw, and R. M. Wise who have the responsibility of guiding the various committees, approving standards before they are forwarded to NEMA and RMA for their consideration and action, and providing executive decisions as required.

Broad general policies emanating from either NEMA or RMA and matters of financing the activities of JETEC are subject to approval of the respective Boards handled by the Directors of the Council consisting of A. C. Streamer, President of NEMA, and W. R. G. Baker, Vice President in charge of the RMA Engineering Department. These two men, who had recognized for several years the growing need of coordinating the expanding electron-tube engineering activities of the two trade associations, were instrumental in setting up the streamlined JETEC organization which combined all electron-tube engineering committees in one central group. The basic philosophy underlying this move is that tubes do not recognize trade association boundaries in their uses and that tube standardization activities are little concerned with whether a tube ends up in radio equipment or in an intricate piece of industrial control equipment.

The formation of JETEC, therefore, eliminates many duplicate and, to a large degree, overlapping committees which often were handicapped in their engineering activities by the fact that the efforts of a comparatively small group of men were involved in both sets of committees.

Most of JETEC's work during the past months has dealt with the needs of the Armed Services for the standardization of electron tubes necessary to the War. In this work, the various committees have worked closely with the committee of the Army-Navy Electronic Standards Agency in preparing tube specifications and in establishing suitable test methods and criteria.

JETEC, however, is primarily a peacetime organization and, therefore, has been devoting some of its energy to postwar problems such as improved methods of defining tube types more accurately so that equipment may be designed with a better understanding of the

problems of tube interchangeability. This program is a big one which will require much time and effort, but it can prove a very beneficial contribution to the rapid growth of the electronic field.

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PETRILLO EDICT DOUBLES NUMBER OF MUSICIANS IF FM ADDED

When there are newer and better ways to think up troubles for broadcasters, James C. Petrillo, President of the American Federation of Musicians, will no doubt be able to do it. His latest is understood to be an order that NBC, CBS and MBS and certain of their affiliated stations employ an additional set of musicians if the regular broadcasts are sent out on FM.

The order, scheduled to become effective Monday, means, as explained by Jack Gould of the New York Times, that, if a concert by the New York Philharmonic-Symphony were to be broadcast simultaneously by both standard and FM stations, a total of 208 musicians would have to be paid. The Philharmonic's normal complement is 104.

Broadcasters immediately asserted that the union's demand would "set FM back years" because, they contended, duplication of programs was essential to the development of FM broadcasting. Rather than meet Mr. Petrillo's demand, it was said, most of the stations will use records or transcriptions, a move that would mean the loss to FM listeners of the "live" programs by many of the country's outstanding soloists and orchestral groups.

Executives of the stations held a special meeting Tuesday in the office of Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, at 30 Rockefeller Plaza, to discuss the Union's action. No formal statement was issued upon the meeting's conclusion, but it was learned that Mr. Mullen sought unsuccessfully to reach Mr. Petrillo for an elaboration upon his demand.

The stations receiving formal notice not to duplicate programs unless they paid for a double crew of musicians were WEAF, the New York outlet of the National Broadcasting Company; WABC and WBBM, the New York and Chicago outlets, respectively, of the Columbit Broadcasting System, and WOR, WGN and KHJ, the New York, Chicago and Los Angeles outlets of the Mutual Broadcasting System. The American Broadcasting Company was not affected, it was said, because it does not operate FM affiliates.

Radio circles noted that the controversy over the programming of FM stations might have repercussions in the sales of new sets scheduled to be coming off the assembly lines for the Christmas market. In the event of a protracted dispute, it was said, individuals might delay purchase of receivers until the matter was settled.

Mr. Petrillo's initial demand for FM also occasioned renewed concern in the radio industry as to what he might ask for television appearance by musicians. The union some months ago prohibited all use of "live" musicians in the video field pending completion of a union study. It has not as yet called a meeting to settle the issue. In test programs the television broadcasters have been using records for musical background.

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GEN. LUTHER L. HILL LEAVES ARMY TO REJOIN COWLES

Brig. Gen. Luther L. Hill, recently promoted to Director of the Bureau of Public Relations of the War Department, will soon resume his old position of Executive Vice-President of the Cowles Broadcasting Corporation. General Hill, who is a brother of Senator Lister Hill of Alabama, has been placed on inactive status as a reserve officer, is now taking a vacation at Miami where for two years he was Commanding Officer of Redistribution Center #2. Col. R. Ernest Dupuy has been named Acting Director of the Bureau.

In 1918 General Hill was graduated from West Point and after World War I was with the Army of Occupation in Europe. He went on inactive status as Captain in 1923 and in 1936 became Vice-President and General Manager of the Iowa Broadcasting Company (the forerunner of the Cowles Broadcasting Co.). He returned to active duty as a Major in 1942.

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ASSOCIATED BROADCASTING FINALLY LANDS WMCA IN N.Y.

After considerable dickering, Nathan Straus, President of WMCA, and Luis Versluis, President of the Associated Broadcasting Corporation of Grand Rapids, came to terms on WMCA as Associated Broadcasting's New York City station.

Under the terms of the contract WMCA has designated nine hours daily, between 9 A.M. and 12 midnight, for network programs, exclusive of the three-minute hourly news bulletins of The New York Times. WMCA expects to make available to the network its public service programs and also plans to set aside the time from 10:45 P.M to 12 midnight for pick-ups of dance orchestras throughout the United States.

Although the contract does not become formally effective until November 5th, WMCA has already started carrying the new series of Monday boxing broadcasts on the Associated chain.

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GOOD-BYE TELEGRAPH WIRES AND POLES; W.U. GOES IN FOR RADIO

Although it has been "on the fire" for sometime, the fact that the Western Union really means business in replacing its 2,300,000 miles of telegraph wires with radio was formally made known Monday.

In the RCA micro-wave radio relay system which is already in use in a test circuit between New York and Philadelphia, ordinary poles and wires are replaced by a chain of elevated radio relay stations spaced 25 to 50 miles apart. Each station receives the transmissions from the preceding station and automatically passes them on to the next following station. Installation of two receivers and two transmitters at each station provides for simultaneous two-way operation. Because the equipment is relatively simple and easy to install, "chains" of such stations may be installed more quickly and cheaply than wire lines. Because the stations operate automatically and hence require no attendants, they are inexpensive to maintain. Moreover, each radio circuit is capable of carrying many voice or telegraph channels simultaneously so that one such line may well serve the needs of most cities. Finally, such service has the advantage of being less vulnerable to storms or electrical disturbances than are land lines.

Inauguration of the new system climaxes more than twenty years of radio-relay research and development by RCA engineers, Dr. C. B. Jolliffe, Vice President in Charge of RCA Laboratories, said. He described the system as a means of "keeping communications apace with the increasing tempo of life in America and other parts of the world."

With this type of radio relay system, he pointed out, it is possible not only to send telegraph messages in multiple numbers over one circuit simultaneously and with the speed of light, but to transmit telephone calls, commercial high-speed facsimile, radiophotos, and FM (frequency modulation) broadcasting programs. In addition, it can be used to operate automatic typewriters and business machines at widely separated terminal points.

"Tests conducted with RCA Victor apparatus in cooperation with Western Union over an experimental circuit between New York and Philadelphia", Dr. Jolliffe said, "have demonstrated that the radio relay system functions more efficiently than one using pole lines, without having the limitations or costly maintenance of wires. It is reasonable to believe that besides the wide use such systems will eventually have in communications services in this country, including those for transport vehicles and aircraft, they will be especially well adapted to rehabilitate and expand communication services in foreign lands.

"Radio relays will be particularly useful in such areas as Russia and China, in Central and South America, Canada and many countries in continental Europe, where distances are great and long-lines services have yet to be developed."

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## FCC GRINDS OUT 64 FM APPLICATIONS; 600 MORE IN THE MILL

The first batch since Pearl Harbor, the Federal Communications Commission tackling the mountain of upwards of 600 applications Monday announced conditional grants of 64 applications for FM stations. The fortunate ones were:

WJLD, Birmingham, Ala.; Donald W. Reynolds, Fort Smith, Ark.; KFRE, Fresno, Cal.; Florida: Gore Publishing Co., Ft. Lauderdale; WMBR, Jacksonville; WQAM, Miami; WKAT, Miami Beach; WTSP, St. Petersburg; WFLA, Tampa; Georgia: WRDW, Augusta; Ga.-Ala. Broadcasting Corp., Columbus; WMAZ, Macon; WBML, Macon and WMGA, Moultrie; KIDO, Boise, Idaho; Iowa: KBUR, Burlington; WHO, Des Moines, WKBB, Dubuque; The World Co., Lawrence Kans.; KFBI, Wichita, Kansas. Louisiana: Alexandria, KALB; The Times Picayune Pub. Co., New Orleans; WWL, Loyola University, New Orleans.

WGAN, Bangor, Maine; Minnesota: KYSM, Mankato; KSTP, St. Paul and WMIN, St. Paul. Missouri: WHB, Kansas City; WIL, St. Louis; KWK, St. Louis. KBON, Omaha, Nebr.; KENO, Las Vegas, Nevada and Reno Newspapers, Inc., Reno, Nevada. North Carolina: WBBB, Burlington; WDNC, Durham; Greensboro News Co., Greensboro; Telecast, Inc., Roanoke Rapids; WCBT, Roanoke Rapids; Josh L. Horne, Rocky Mount; William Avera Wynne, WEED, Rocky Mount; WRRF, Washington; WAIR, Winston-Salem; WSTP, Salisbury.

Oklahoma: KOMA, Oklahoma City; KGFF, Shawnee; Fred Jones Broadcasting Co., Tulsa; Oregon: KMED, Medford; KXL, Portland; KOIN, Portland; KWJJ, Portland. South Carolina: WIS, Columbia; WMRC, Greenville; WFBC, Greenville. Texas: KRIC, Beaumont; Brownsville Herald Pub. Co., Brownsville; KLUF, Galveston; KPRC, Houston; KTRH Broadcasting Co., Houston; KMAC, San Antonio; KCMC, Texarkana. Virginia: WTAR, Norfolk; WSAP, Portsmouth; WMBG, Richmond; and KFBC, Cheyenne, Wyoming.

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## FAIRCHILD ENTERS RADIO CABINET FIELD

The Duramold Division of the Fairchild Engine and Airplane Corporation has accepted contracts for the manufacture of small boats designed for sportsmen and for cabinets for several of the country's largest producers of radio equipment, it was announced in Jamestown, N.Y. by T. Kelley Pierce, General Manager of the Division.

A substantial volume of orders for small radio cabinets and ror several types of larger consoles have been received from Emerson Radio and Phonograph Corporation of New York City and Majestic Radio and Television Corporation of St. Charles, Ill., Mr. Pierce said. One order alone for Emerson Phonoradio cabinets involves about 60,000 units.

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ASKS IF ELLIOTT BROKE HOW HE HAD $75,000 FOR NEW STATION

The report that ElliottRoosevelt had recently made an offer to buy Station KWFC at Hot Springs, Ark., first for $60,000, then $75,000 and that though turned down was "still interested" brought a sharp rejoinder from Frank Kent, noted political writer of the Baltimore Sun whose syndicated column is printed by more than a hundred papers. Mr. Kent declared that if Elliott did not make this offer he should deny it immediately and compel a correction and that failing to make any denial seemed equivalent to admitting the truth, saying further:

"And if it is true, then people who read or heard about it are certain to ask a number of very pointed and unpleasant questions. First, they naturally would ask where he got his $75,000? Did he not state in his deposition to the House Committee that all of the money he borrowed (totaling well above half a million) had gone into his former radio business and been lost? Did he not depose that he had been cleaned out, had no money left? Therefore, where did he get $75,000? Did he borrow it? If so how, from whom, when and on what terms?

"Finally, they would ask - and be entitled to ask - if he has $75,000, why, as a man of honor, does he not use it to pay off some of those debts which were settled, through his father, at such an absurd discount? And, if he feels no moral obligation to use what funds he may have partially to reimburse men like Mr. Hartford, Mr. Baird and others from whom he borrowed, why does he not at least reimburse Mr. Jesse Jones, who at his father's request, took hold of his tangled affairs and 'straightened them out', settling the $200,000 loan from Mr. Hartford for $4,000 and a $50,000 loan from Mr. Baird for $500? And others?

"Mr. Jones has stated that he paid this $4,500 out of his own pocket; that he was not reimbursed by Mr. Roosevelt at whose request he had acted and has not been paid by Elliott. One certainly would assume that Elliott would use the first $4,500 he got hold of to pay Mr. Jones - if he could not pay any one else.

"And there is another interesting question - as to how much the Internal Revenue Department should be concerned about this $75,000. The department permitted Mr. Hartford to deduct his $196,000 loss from his tax. Presumably others who lost the money they loaned Elliott made similar deductions. But the department did not compel Elliott to pay income tax on the moneys he gained through these loans, the theory being that he had lost it all in his business and was broke.

"If now he turns up with $75,000, it would seem the business of the department to inquire about it. Is this income? Was it a loan or a gift? If the statements are true, Elliott should explain to the department and to the public - and, it would seem, pay a tax. If they are not true, it would seem in his interest to deny them.

"In all this unpleasant story of Elliott's loans and settlements one fact continues to protrude - somebody owes the Government. And up to date nobody has paid the Government. The rich men from whom Elliott borrowed deducted their losses from their income tax. Elliott certainly lost nothing.

"The only losers are Mr. Jones, who 'straightened things out' at a personal cost of $4,500, and the Government, which means all the other taxpayers.

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PRESS WIRELESS MAKES STOCK AVAILABLE TO ALL NEWSPAPERS

Stock ownership in Press Wireless, Inc., has been opened to all newspapers by the action of stockholders at a meeting last week in New York City.

All preferred stock is eliminated, and all stockholders will now hold the same class of stock, a no-par common to be sold at $100 a share. It was voted to increase the authorized capital stock to 50,000 shares.

Since it was established in 1929, Press Wireless stock has been limited to seven newspapers and four press associations: Chicago Daily News, Chicago Tribune, Christian Science Monitor, New York Herald Tribune, New York Times, Los Angeles Times Mirror, San Francisco Chronicle, Associated Press, United Press, King Features Syndicate and NANA.

The capital reorganization as authorized by the stockholders at its meeting will give additional press, radio and allied agencies opportunity to participate in the expansion of Prewi's communications facilities which have been established on a point-to-point basis between the U.S. and 15 foreign countries and on a multiple address basis with 80 additional countries.

Users of Prewi facilities now number more than 1,000 press entities throughout the world.

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NEBRASKA STATIONS SCRAMBLE FOR ASCAP LICENSES

Jules M. Collins, in charge of the American Society of Composers' Radio Department, announced that since the repeal of the Nebraska anti-ASCAP law last August, the Society has licensed all thirteen radio stations in that State.

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PRESIDENT CRITICIZED FOR BEING GUEST OF FORMER RADIO M.C.

President Truman came under the lash of Representative Hoffman (R), of Michigan, for going on an outing to Jefferson Island not long ago given by Russell M. Arundel, described as the man who started the National Radio Forum. The party was given as a farewell for James Barnes, a friend of Arundel, who was leaving the White House as an assistant executive.

Representative Hoffman charged Arundel with being a lobbyist representing numerous companies and who checked into a $1,000 per month suite at the Statler in Washington paid for by the Bulova Watch Company.

"He (Arundel) said in a previous investigation that a Treasury claim for some $405,000 against the Bulove Watch Co. for smuggling some 200,000 watches was settled for $38,000.

"It has been reported that Bulova, during 1942 and 1943, did import through the Nazi-Mussolini military lines, from Switzerland some 10,000,000 watches and watch movements.

"At that time, I think it will be admitted that there was no way of getting such watches and watch movements out of Switzerland without the connivance of the Hitler-Mussolini underlings.

"In a statement made by the former general counsel of the Federal Communications Commission, appears the following:

"'Prior to the war, because of the type of controls which the Italian Government maintained over foreign trade, the Italo-American businessman, dependent as he was on Italian sources for his goods, was out of business if he fell out with the Italian consul. For example, he had to be in good standing with the consul in order to get the necessary permits for his dealings with Italy and in order to obtain the favorable exchange rates. Both the sponsor of foreign language radio programs and the time broker were therefore peculiarly susceptible to suggestions and demands as to the propaganda line to be followed. The files of several Government investigative agencies indicate that much of the purported advertising over these foreign language programs were simply a blind for unadulterated alien propaganda. It was reported, for example, that in the case of two well known Italian language programs the sum spent on radio advertising was in excess of the gross annual profits of the company sponsoring the programs."

"In the Washington Times-Herald of Sunday Sept. 23 appears this little paragraph: 'Russell M. Arundel, Washington attorney will pick up the check for the week-end party.' Subsequently if my memory serves me correctly it appeared that Mr. Arundel was host and that he did pick up the check for the outing given Mr. Truman and some 300 Democrats.

"In view of Mr. Arundel's apparent influence with Government agencies and the opportunity given him to sell his wares at the little frolic at Jefferson Island, the check for the outing may not have been money wasted."

"Would that check for $75,000 or $750 for a jamboree of that kind be taxable?" Representative Buffett (R), of Nebraska inquired.

"I do not know. The people would like to know if Arundel, following the policy of the Elliott Roosevelt-Hartford loan, might be able to charge off the check as a business expense item", Mr. Hoffman replied.

Representative Hoffman said Arundel was the originator of National Radio Forum and spoke on that program for approximately 6 months over 39 stations, and introduced various Cabinet members and Members of the House and Senate.

(Representative Hoffman's address appears in full in the Congressional Record of October 22 beginning on Page 10076.)

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NOBLE ACQUIRES LA ROCHE AND TIME MAGAZINE ABC HOLDINGS

As had been expected, Edward J. Noble, Chairman of the Board, American Broadcasting Company, Inc., has purchased the stockholdings of Time, Inc. and of Chester J. LaRoche, in the American Broadcasting Company. Time, Inc. and Mr. LaRoche each owned approximately 12½% of the total stock of ABC.

Roy Larsen, President of Time, Inc., has resigned from the Board of Directors of the American Broadcasting Company. Mr. LaRoche has resigned as Vice Chairman of the Board and as a Director of the American Broadcasting Company.

A New York columnist wrote: "Resignations are taking place over at the Blue Network practically every hour on the hour."

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ENGLAND REPORTED TO HAVE HAD ONLY 15,000 TELEVISION SETS

When Col. Sir Ian Fraser of the British Broadcasting Corporation was in the United States a year or so ago, someone asked him how many television sets had been sold in England in the four years of their operation before the war. He is said to have replied:

"I regret to say - under 15,000."

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## SCISSORS AND PASTE

### Local Stations Expect To Pick Up $1,000,000 On Elections
("Variety")

With local election campaigns under way in at least 100 cities throughout the country - net affiliates, as well as indies - are planning to cop the biggest sackful of dough they'd ever enjoyed in an "off" election year.

Most of the local elections are for municipal or county offices, and in some instances minor state or judicial posts are at stake. But in every instance, the radio - having come into its own in the biggest manner yet, in the presidential campaign of 1944 - will be used extensively.

Conservative estimates are that about $1,000,000 worth of political time will be sold this fall, building up toward vastly greater amounts every year between now and the 1948 presidential campaign.

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### 100,000,000 Tiny "Proximity Tubes"; Sylvania in Top Role
("Sylvania News")

Radio tubes smaller than a pencil stub yet strong enough to resist the terrific shock a projectile receives when fired from a gun were the challenge to electronic engineers in the now famous Navy Project A, called the "second most important weapon development of the war". Without these tubes, the brains of the "radio proximity fuze" which senses the presence of the enemy target would never have become a reality. Used with anti-aircraft and naval guns and field artillery, they were tremendously important in winning the battle of Germany and Japan, it was revealed by Roger M. Wise, Vice-President in charge of engineering of Sylvania Electric, sole producer of the super-rugged tubes since 1943.

In addition to the development of the tiny tubes in its Pennsylvania and nearby plants, Sylvania also engineered and assembled the fuzes at its plants in Ipswich, Mass., Dover, N.H. and Buffalo, N.Y.

In September 1940 samples of commercial tubes had been tested by various methods, including centrifuging, dropping in steel containers against lead and steel blocks, and actual firing from a smooth-bore gun and from a 37 mm howitzer. By February 1941, these tubes had been fired from a 5 in. navy gun at the Aberdeen Proving Ground.

Sylvania proved to be the major production source, making over 95% of the tubes subsequently used. During 1944-45, it was the sole source for these tubes. For security, as well as production reasons, this work was distributed in five major factories.

In peacetime the entire vacuum tube production of the country was 600,000 per day. In March 1942 Sylvania was requested to produce 15,000 tubes for proximity fuzes per day. Production as of June 1945 was approximately 400,000 tubes per day.

The three plants ultimately were producing an average total of 18,000 units a day, a sizeable share of the 40,000 units a day then being manufactured by the five companies engaged in prime work on the project. At one time in 1945 Sylvania production reached 26,000 units a day.

In order to accomplish this gigantic production job, Sylvania employed unusual production techniques. It established tube finishing plants in Mill Hall, Pennsylvania, and in Huntington, West Virginia. It then set up 15 mount plants in small towns in Western Pennsylvania, Ohio, Kentucky and West Virginia. In June 1945 Sylvania was operating 23 plants making tubes or parts of tubes for proximity fuzes.

Over 130,000,000 of these tubes were manufactured during five years, with complete secrecy surrounding the use to which they were to be put.

At the peak of production some 10,000 persons were engaged in the production, engineering, and quality control of these tubes. * * * While the original hand-made rugged tubes cost up to $10.00 each, mass production savings ultimately drove the price down to less than that of many standard commercial tubes.

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## Perceives U.S. Stuffing Its Ears To World-Wide Listening

(A letter to the "Washington Post" from John Roeburt of N.Y. City)

The shutting down of all official American listening to many thousands of daily broadcasts from radio stations in London, Oslo, Brussels, Cairo, Hamburg, Vienna, Tokyo, Berlin, Chungking, Batavia and all over the world leaves America with a very dangerous blind spot in the conduct of its postwar affairs.

The announcement on October 1 that the Federal Communications Commission had discontinued its world-wide monitoring services, plus the ending of OWI listening posts, leaves the Government of the United States without any information whatsoever from the official shortwave radios of all the nations of the world.

An uninformed America is an endangered America. It is now history that faulty intelligence operations and lack of accurate information led to the catastrophe of Pearl Harbor and the debacle of the "Battle of the Bulge" in Belgium.

The British Broadcasting Corporation maintains in London alone a staff of 500 monitors and translators to cover 550 daily foreign broadcasts to and from Europe as an integral part of the conduct of the British government. Here is the United States of America, admittedly the most puissant power of the age, deliberately stuffing its ears to international broadcasting.

Whoever initiated the abolition of the American Foreign Broadcast Intelligence Services monitoring facilities with the present dissolution of a trained staff of 350 experts is guilty of an incredible act of short-sightedness in a world so sadly in need of understanding and guidance if we are to maintain the national security of America and the peace of the universe.

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## ::: TRADE NOTES :::

The time sharing of the present WCAP at Asbury Park, N.J., brought up memories of the time sharing between WRC in Washington and the former WCAP which was then also located in the Capital from whence its call letters originated (W-CAP).

RCA came into possession of WCAP at the time it bought WEAF in New York and closed it down. The station had been operated by Paul Gascoigne and William T. Pierson, both now dead. WRC in those days (1923-26) was in charge of F. P. Guthrie, recently promoted to Assistant Vice-President of R.C.A. Communications, Inc., and Kenneth Berkeley, at present General Manager of WMAL, Evening Star-ABC station in Washington.

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Hazeltine Corp. called a special meeting of stockholders for November 27 to vote on proposals to split outstanding stock two for one. There are 175,000 shares outstanding and 300,000 now authorized.

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Effective February 1, 1946, Station WPOR, 250 Watts, Portland, Me., will become affiliated with ABC as a basic network station.

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Appointment of Captain Ward W. Hubbard, USMCR, as chief of WRC's Radio Recording Division effective immediately, has been announced by Carleton D. Smith, WRC General Manager. Captain Hubbard, who for the past several months has been Acting Chief of the Recording Office, succeeds the late E. William Young.

Mr. Hubbard joined the WRC staff following his release from the Marine Corps in which he spent two years as a Public Relations officer serving with the Women Marines and with the 2nd Marine Division on Hawaii, Saipan and Tinian.

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George E. Allen, insurance executive and communications companies director, Drew Pearson says, spends part of every morning with President Truman going over the latter's problems

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Recently the U.S.S. SYLVANIA, a combat-cargo vessel which was named after a planet, was commissioned at the Walsh-Kaiser Company's shipyards in Providence, Rhode Island. The employees of Sylvania Electric Products, Inc. naturally took an interest in the vessel that bears the same name as their company, and presented the crew with a radio-phonograph set.

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A 57-story building, which will contain a three-dimensional television theatre, is planned for the northeast corner of the Avenue of the Americas and 52nd Street in New York City.

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New York Supreme Court Justice Paxton Blair dismissed the complaint against the American Society of Composers, Authors and Publishers (ASCAP), brought by Teddy Hart, brother of the late Lorenz (Larry) Hart, ASCAP member who died in 1943. In his decision, Justice Blair upheld the Society's right to elect successors to deceased members under its Articles of Association.

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Ray Reisinger has been promoted ro Production Control Manager of the Farnsworth Television & Radio Corporation at the Fort Wayne plant. His service with the company dates back to its origin in 1939.

Robert W. Cowen who became a member of the Farnsworth corporation in 1942 has been promoted to assistant to W. H. Bryant Credit Manager.

Miss Margaret Wallace has been reappointed Assistant Export Manager and will work with Mr. Frank Harris, Export Manager. She came with the company in 1940 and during the war period Miss Wallace was a supervisor in the field expediting department and carried on the existant export work also.

George Worden has been appointed Sales Statistician in the Farnsworth Sales Division. Prior to his coming with Farnsworth in 1943 he was an Assistant Manager of the order and production control departments of an eastern company.

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"Of all the post-war commodities which a waiting nation has been anxious to acquire, television will probably enjoy the least, if any, sales resistance, and unquestionably will be the 'main attraction' on every dealer's floor", Will Baltin, Secretary-Treasurer of the Television Broadcasters Association, Inc., told the "Civiceers", business and civic leaders of Newark, N.J., at a dinner held last night.

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Outstanding Westinghouse contributions to development and production of radio-operated proximity fuzes - for detonating aerial bombs, rockets and anti-aircraft, mortar and howitzer projectiles at exactly the distance from targets to insure greatest damage - were revealed this week. Westinghouse Electric Corporation plants in Baltimore, Md., Sunbury, Pa., and Mansfield, O., made major contributions to these fuzes, according to George H. Bucher, President.

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Sylvania Electric Products Co. offering of 100,000 shares of 4% preferred was marketed at 104.

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Issuance of a new regulation superseding all others governing sales of electrical wire and cable was announced by the Office of Price Administration Tuesday, and becomes effective Oct. 29.

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The Municipal Broadcasting Station WNYC in New York City will play no favorites in the forthcoming city election. All New York City candidates for public office will have an opportunity to talk to the voters over the city radio station. Mayor LaGuardia who is bowing his way out and will not run for re-election, said all candidates for a particular office would receive equal time and would draw lots for the order of speaking.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF OCTOBER 31, 1945



No. 1703

October 31, 1945

PALEY BACK AT CBS AFTER TWO YEARS' MILITARY SERVICE ABROAD

Col. William S. Paley, having done his bit overseas, is back again in the harness as President of the Columbia Broadcasting System and like the humblest GI is good and glad that he is home. There had been considerable speculation about Mr. Paley's return, one rumor being that he was out of Columbia altogether. The report most frequently heard was that he would resume the presidency but soon thereafter would be elevated to Chairman of the Board with Paul W. Kesten, Executive Vice-President, succeeding him as President and Frank Stanton, moved up to succeed Mr. Kesten.

On October 6, 1943, Mr. Paley asked for leave of absence to accept a special assignment from the Office of War Information that would attach him to the Psychological Warfare Branch of Allied Forces Headquarters in the Mediterranean. His first task, begun a few weeks later, was to supervise the Allies' radio broadcasting activities in North Africa and Italy.

Shortly after General Eisenhower was given supreme command of Allied Forces in Europe, Mr. Paley followed him to London to become Chief of Radio at Supreme Headquarters Allied Expeditionary Forces. All military broadcasting to enemy and enemy occupied territory, as well as control of radio units and public address systems in our own combat and consolidation zones were under his direction. The American Broadcasting Stations in Europe (ABSIE) were also made part of his responsibility.

Transferred from OWI to the Army in March, 1945, Mr. Paley was commissioned a Colonel and made Deputy Chief of all activities within the Psychological Warfare Division of SHAEF. He served in this capacity under General McClure in both liberated and occupied territories until his return to the United States.

In his first statement last Monday since resuming civilian status, Colonel Paley said that utilization of wartime technical advances in radio broadcasting calls for "careful planning, intensive research, the highest degree of creative effort and a good deal of all-'round ingenuity."

"We also face the world-wide problems of peace, which no one can say are less serious than the problems of the war", he continued. "Never was it more important to furnish a people with all the facts, ideas and opinions as they emerge; to furnish them in a responsible, courageous and fair manner.

"Now that the war is behind us, we in broadcasting face new problems. Technical advances made in our field, under the

pressure of war requirements, are providing us with wonderful new instruments with which to further serve the American people. There is no standing still in our world of radio.

"Our responsibility to provide the best service in the cultural and entertainment fields does not diminish but rather increases, since the vitality of American radio springs from no single type of broadcasting but from the many things it represents to so many people.

"I know you feel as I do - that American broadcasting has new and rich worlds to conquer, and that CBS, as always, will lead the way."

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PAC BLASTS FCC'S FM POLICY AS MONOPOLY AID

Granting of 64 conditional licenses for FM (frequency modulation) broadcasting by the Federal Communications Commission this week brought a sharp statement of criticism from C. B. Baldwin, Executive Vice-Chairman of the National Citizens Political Action Committee, in New York City.

In a wire to Paul Porter, Chairman of the FCC, Baldwin said that "the granting of 64 licenses without public hearings ignores the damcnes of many individuals and organizations for greater caution in licensing individuals and corporations to conduct business on public licenses."

The wire described as "a grave threat to effective freedom of speech and press" the granting of licenses to companies owned by or affiliated with newspapers, asserting this provides a monopoly in many communities of the "media for disseminating public information and opinion."

The Baldwin wire followed by two weeks the issuance of a National Citizens PAC report on American broadcasting and a list of recommendations for Congressional and FCC action to "safeguard the people's right to the air."

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A reminder that people should keep an eye on their radio aerials was the death of Grover C. Hurley, 60 years old, in Columbus, Ind., last week. It was a freak accident in which Hurley was electrocuted as a radio aerial fell from a house on an electric line and the garbage truck he was driving.

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# NEW OPA RADIO AND PHONOGRAPH RECONVERSION PRICING METHODS

Reconversion pricing methods for consumer type radios and phonographs were given in detail by the Office of Price Administration yesterday in a new regulation covering those items at all levels of sale.

The action, effective yesterday (October 30) covers all new model radios and supersedes existing regulations and prices affecting these models, OPA said.

As announced October 11th, consumer prices will be about what they were in March 1942. Two kinds of adjustment have been made, however, to iron out inequities that had crept into the retail price picture at that time, OPA said.

First, where retail prices in March 1942 included excise taxes newly imposed in October 1941 at the manufacturing level, and pyramided through to the consumer by means of percentage mark-ups at successive levels of distribution, OPA has reduced these retail prices to the point where they include only the original dollar amount of the manufacturer's October 1941 excise tax. This policy has been consistently followed, OPA explained, on all consumer items on which new wartime taxes were imposed in October 1941.

Second, in cases where retailers, by March 1942, had established individual ceilings higher than those in the manufacturer's October 1941 suggested list of retail prices, OPA has reduced these prices by the amount of the increase over list. Such price increases did not represent any actual increase in acquisition or distribution costs, OPA said, but served merely to increase margins abnormally.

Through customary retail practices of giving substantial discounts for cash payments, generous allowances for trade-ins, and mark-downs at periodic bargain sales, consumers normally paid considerably less in pre-war years than the retail prices listed in the manufacturers' catalogues, OPA pointed out. But during the early months of the war, when production was curtailed and consumer buying power already had begun to increase, retail selling prices of many consumer goods gradually rose to the higher levels represented by the manufacturers' lists, OPA said. Many of these increases took place before the price agency was authorized to impose controls.

List prices, not actual pre-war selling prices, are the basis of the retail ceilings that have prevailed during the war, OPA said. On the other hand, increases now being granted to manufacturers are based on their costs and sales prices in the months before materials scarcities and higher production costs had driven prices above normal peace time levels. Furthermore, the manufacturer increases granted do not compensate for all cost increases since the beginning of the war, OPA explained, but normally require a certain amount of cost absorption on the part of the manufacturer.

For these reasons, and because sellers can now look forward for many months to an increasing volume of goods and a steady demand for all items offered for sale, distributors and dealers should be able to absorb without substantial hardship the increases over 1941 prices that are granted to manufacturers, OPA said. In many cases, 100 per cent absorption will leave dealers with realized margins actually higher than those they enjoyed in 1941, the agency stated.

Manufacturer pricing methods as described in the new regulation follow:

On models the same as those produced from July to October 1941, the manufacturer computes his reconversion price on the basis of his established price to distributors or to dealers if he did not sell to distributors. Old price ranges and increases that may be added by manufacturers who sold through distributors are as follows:

| Manufacturer's Established Price to Distributors | Allowed Increase on Sales to Distributors |
|---|---|
| $11 or less | 15 percent |
| between $11 and $30 | 12 percent or $1.65, whichever is more |
| over $30 | 10½ percent or $3.60, whichever is more |

If the manufacturer dealt only with dealers in the base period, he computes his new ceilings to dealers as follows:

| Manufacturer's Established Price to Dealers | Allowed Increase on Sales to Dealers |
|---|---|
| $13 and under | 15 per cent |
| between $13 and $35.41 | 12 per cent |
| over $35.40 | 10½ per cent |

On new or changed models that are nevertheless comparable to any they produced from July to October 1941, manufacturers calculate their new prices as follows:

They first compute the new ceiling price of the comparable item, and find the percentage mark-up it yields over the current unit direct cost of producing the item. Next, they compute the current unit direct cost of producing the new or changed model, and apply to this cost the same percentage mark-up as that found for the comparable item.

Thus if the current unit direct cost of producing a model on which a reconversion ceiling price already has been established is $6, and the ceiling price is $9, the mark-up on unit direct cost is 50 percent. If the current unit direct cost of producing a new or changed model is $6.50, this figure is marked up by 50 percent resulting in a ceiling price for the new model of $9.75.

In all cases except one, the manufacturer calculates retail ceiling prices, and tags each unit with this price. Manufacturers also compute wholesale prices and notify distributors of

their ceiling prices. The exception is the case of manufacturers who produce units under contract with the owner of a special brand name, who is another radio manufacturer, an automobile manufacturer, or a mail order establishment. Here the manufacturer calculates his new ceiling price to the brand owner, but the brand owner applies to OPA for resale ceiling prices. The brand owner must wait for specific approval, and then tag or list each unit with its new ceiling price, OPA said.

Manufacturers with established prices will compute their reconversion ceilings on comparable models on a form to be supplied by OPA, and may begin selling 15 days after mailing the form without waiting for specific approval, unless they are notified to the contrary, OPA said.

New manufacturers, and old manufacturers with models not comparable to any they produced in the Summer of 1941, will apply for price approval at the national office of OPA, where reconversion ceiling prices will be established in line with other reconversion prices already set, the agency said.

OPA may withdraw reconversion price increases from manufacturers who fail to maintain approximately their pre-war "product mix" - that is, the proportion of low and medium priced models to those in the higher price brackets, the agency said. Also, if any obviously out-of-line prices result from the application of today's pricing methods, OPA reserves the right to readjust them.

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ATOM AND RADAR EXPERT TO HEAD STANDARDS BUREAU - LIVE WIRE

A man with practical experience, fresh from the industrial ranks, only 43 years old - Dr. Edward U. Condon, an authority on the atomic bomb and radar, was nominated Monday by President Truman to be Director of the National Bureau of Standards. He succeeds Dr. Lyman Briggs, 71 years old, who continued beyond retirement age on account of the war.

Shortly after Germany declared war on Poland in September, 1939, President Roosevelt formed a scientific committee to study the advisability of using atomic energy as a war weapon. Dr. Briggs was Chairman of the Committee and Dr. Condon served as a member. It was this Committee's recommendations that led to the development of the atomic bomb. Dr. Condon has also played an important part in the development of radar and rockets.

Dr. Condon has been serving as an Associate Director of the Westinghouse Research Laboratory.

The nominee, a native of Alamagorda, New Mexico, is a graduate of the University of California. He also holds a post-graduate degree from the University of Minnesota.

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WHAT DO YOU KNOW! CONGRESSMEN PRAISE BROADCAST - GE-WOL

When it seemed that some of the other Congressmen had about run out of venomous epithets for radio commentators, there was a strange interlude on Capitol Hill during which General Electric's news broadcasts came in for praise.

Addressing the House, Representative Pehr G. Holmes (R), of Worcester, Mass., said:

"There have been recent references on the floor of the House to radio news commentators and in general the observations of Members of this body have been critical. Perhaps a word of commendation for a radio news program of very exceptional quality is in order. I refer to the General Electric's Voice of Washington news summary we hear every morning at 8 o'clock and at 11 o'clock each evening over WOL,(the Cowles station in Washington).

"Many of my colleagues have mentioned these particular newscasts to me and in every instance their straight news character has been noted and approved. There is no editorial comment and the presentation is neither colored by inflection nor used as a vehicle for the personal opinions of the broadcaster. In fact, the man giving the news on these General Electric programs is never mentioned by name.

"If we are critical of some of the things being said over the air when we tune in to hear the news, we should note this splendid public service being rendered by the General Electric Co. with its WOL news programs and let the sponsor and the radio station know of our appreciation. This is the route to go to get action for radio advertisers who want to hold their audiences. When they know we want and appreciate unbiased news they will soon demand it in news programs they sponsor and the result will be a general handling of news on the radio comparable to the high standards governing the news columns of our great newspapers."

"I concur most heartily in the remarks just made", Representative Frank Carlson (R), of Concordia, Kansas, added.

"As a regular listener of the Voice of Washington news program I am very much impressed with its high quality. I also believe the General Electric Co. uses excellent judgment in its advertising on the program. It is brief, interesting, and dignified and in keeping with the quality of the news program."

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A cartoon in Parade, the Marshall Field magazine (Oct. 28) kids radio notwithstanding that Field is himself in the broadcasting business. It shows an m.c. in a broadcast holding up a card to a studio audience indicating "Laughter". Instead of laughing the members of the audience silently respond by themselves holding up placards labelled: "Ha Ha", "Ho Ho", "Tee Hee", etc.

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DARKNESS NO BARRIER TO NEW TV TUBE; SOLVES MANY PROBLEMS

A new television camera tube of revolutionary design and sensitivity emerged from wartime secrecy for exhibition by the Radio Corporation of America in a series of studio and remote pickups in which it not only transmitted scenes illuminated by candle and match light but performed the amazing feat of picking up scenes with infra-red rays in a blacked-out room.

The new tube, known as the RCA Image Orthicon, was demonstrated to newspaper and magazine writers in a studio of the National Broadcasting Company, Radio City, with the cooperation of NBC's engineering and production staff. Ben Grauer, NBC announcer, acted as program commentator. In the exhibition, members of the audience saw themselves televised under lighting conditions that convincingly proved the super sensitivity of the new electronic "eye" which solves many of the major difficulties of illumination in television programming and makes possible 'round-the-clock television coverage of news and special events.

RCA-NBC engineers capped the demonstration by blacking out the studio where the writers were assembled, and providing the unprecedented spectacle of picking up television scenes in apparent darkness. Unseen infra-red (black) lights were turned on, but it was so dark that a member of the audience could not see the person next to him. Then on the screens of television receivers in the studio appeared bright images of a dancer and other persons who were in the room. The Image Orthicon tube, it was explained, achieved the feat through its sensitivity to the infra-red rays.

RCA listed these advantages in the performance of the Image Orthicon:

1. Ability to extend the range of operations to practically all scenes of visual interest, particularly those under low-lighting conditions.

2. Improved sensitivity, permitting greater depth of field and inclusion of background that might otherwise be blurred.

3. Improved stability which protects images from interference due to exploding photo flash bulbs and other sudden bursts of brilliant light.

4. Smaller size of tube, facilitating use of telephone lens.

5. Type of design that lends itself to use in light-weight, portable television camera equipment.

6. Improved gain control system that provides unvarying transmission, despite wide fluctuations of light and shadow.

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## DON'T FORGET! NATIONAL RADIO WEEK BEGINS NEXT SUNDAY

Networks, trade associations, broadcasters, radio manufacturers, brokers, retailers, everybody having any connection with the industry are all set for a history-making Radio Week which starts the coming Sunday (November 4-11). It marks the 25th Anniversary of broadcasting and is expected to be an atomic radio celebration which may be heard around the world.

Each network is expected to originate as many as twenty programs dedicated especially to Radio Week. There will be much publicity nationally as well as locally, including a special section of Look Magazine, through the courtesy of the Cowles Brothers, broadcasters and publishers.

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## PAUL PORTER EXPRESSES HIMSELF ON RADAR PATENT TANGLE

In a statement to the Senate Military-Commerce sub-committee considering bills for Federal aid to science, Paul Porter, Chairman of the Federal Communications Commission, declared:

"The patent situation in radar is said to be so complicated that no company on earth can safely proceed to manufacture with any confidence that it will be immune from suits of infringement."

He said the original work leading to radar was conducted under United States naval auspices, but the British "also entered into radar research and have wide patent claims".

"After the fundamental work had been done", he added, "private companies were called on both here and abroad and these companies made further contributions."

"It seems to me extremely important", he said, "that, as this case illustrates, the patentable results of Government research ... should not be left to existing patent legislation, which was designed to meet an entirely different type of research situation.

"Patent provisions should be carefully drawn to meet the particular objectives of Government-sponsored research, and especially to insure that delays in the introduction of new technical advances shall not result from multiplicity of patent claims where Government-financed research is involved."

Mr. Porter believes short radio waves developed from wartime radar research may bring revolutionary advances in peacetime communications. He said radio waves as short as one twenty-fifth of an inch - compared with 39 inches, the prewar minimum - made possible these "hitherto undreamed-of radio applications:

"Coast to coast radio relay networks which may either compete with or supersede in some cases our wire telegraph and telephone systems; high definition television in full color; radar; walkie-talkie radiotransceivers for public use - these are only a few of the many applications of radio to our daily lives which have resulted from wartime, Government-financed exploration of the higher regions of the spectrum . . ."

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SEN. CAPEHART HAS CLOSE SHAVE IN AUTO SMASH; RESTING EASILY

The office of Senator Homer E. Capehart (R), in Washington reported this (Wednesday) morning that Senator Capehart was as comfortable as could be expected after his narrow escape in an automobile accident in Indiana yesterday. It was said that the Senator's left foot was broken, that several stitches had to be taken in his tongue, which was badly lacerated, and that he was cut about the face. Press dispatches also reported chest injuries. Senator Capehart was taken to the Methodist Hospital in Indianapolis where it is expected he may have to remain for several weeks.

It was a head-on collision early Tuesday about 15 miles northeast of Indianapolis, when the automobile in which he was riding collided with a car driven by Ralph Erton, 23, stationed at the proving grounds at Lucerne, Ohio.

Erton and W. S. Merchant, of Fort Wayne, who was driving for Senator Capehart, also were injured seriously. Erton was taken to the Noblesville Hospital about four miles from the scene of the accident, where attaches said his condition was serious.

Senator Capehart and Mr. Merchant were enroute to Indianapolis from Fort Wayne, where the Senator spoke Monday night. Mr. Merchant told police that he could not avoid the crash because the automobile he drove was as close as possible to the guide posts on the road when the collision occurred.

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RADIO DAMAGES IN EUROPE CITED

Radio facilities suffered great damage in Europe during the war, Justin Miller, new President of the National Association of Broadcasters, reported Tuesday in an address at the Washington, D.C. Advertising Club luncheon.

Judge Miller was one of a group of American radio executives who toured Europe under Army auspices for first hand observation of radio conditions in the war-torn countries.

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## I.T.& T. GETS ARMY-NAVY E FOR IKE'S ROVING RADIO STATION

Award of the Army-Navy E pennant was made Monday in Paris, France, to "Les Laboratoires, L.M.T.", affiliate of the International Telephone and Telegraph Corporation, for services rendered to the United States Army, Office of the Chief Signal Officer, in the European Theater of Operations during the war. The accomplishments of the Laboratories for which they were honored were made possible through secret preparations undertaken during the German occupation, according to officials of I. T.& T.

Officials of I.T.& T. said the Laboratories provided the United States Army with telegraphic communications between Paris and the Normandy base within two days after the liberation of the French capital.

The Paris Laboratories designed and assembled the huge 60-kilowatt mobile radio station "sigcircus", with which General Eisenhower's Supreme Headquarters was able to keep in constant touch with Washington. The great mobile station, consisting of seventeen large trailers, was completed in the record time of three months. The Laboratories also built 1-kilowatt stations used by the Army for telegraph and teletype operations, one of which was used during the Potsdam conference of the "Big Three" to establish communications between Potsdam, Paris and Washington.

From the time of the liberation of Paris until the collapse of Germany the Laboratories constantly assisted the Army in maintaining its communications system, I.T.& T. officials said.

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## WITNESSES MUST PROVE THEY ACTUALLY SAW TRAITOR BROADCAST

Twelve witnesses are on their way to this country from Europe to testify against Ezra Pound, American poet, indicted in District Court for treason, it was learned at the Justice Department.

Pound is in Army custody in Italy. An expatriate for more than two decades, he is charged with broadcasting for Italy after that country had declared war on America.

The indictment was based on reports of Pound's broadcasts monitored here. James M. McInerney, Assistant to the Head of the Criminal Division of the Justice Department, who has been preparing the case, had emphasized to the Army the necessity of witness who had seen Pound before the microphone to obtain a conviction. The witnesses on their way here told Army interviewers they had seen Pound broadcasting on a total of six occasions.

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## N.Y. COURT OF APPEALS BACK UP ASCAP HOTEL RULING

A decision that the American Society of Composers, Authors and Publishers (ASCAP) was not in violation of the Anti-monopoly Section of the Donnelly Act, upheld by the Appellate Division last January (1945), was unanimously affirmed by the Court of Appeals on Friday last.

Suit against ASCAP was brought by the Hotel Edison Corporation in 1942, and the Society's motion to dismiss the complaint was granted by State Supreme Court Justice Morris Eder in June,1944.

John W. Davis appeared on behalf of the plaintiff before the Court of Appeals, while ASCAP was represented by Louis D. Frohlich, General Counsel.

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## WPB TO KEEP RADIO SET AND TUBE ADVISORY COMMITTEES

The policy of industry-government cooperation which proved so valuable during the war years will be continued when the Civilian Production Administration begins its operations on November 3, John D. Small, Administrator-Designate of Civilian Production Administration said last week in listing 176 key industry Advisory Committees including Radio and Radar, Radio Receiver Vacuum Tube and Telephone Operations, which will be consulted on reconversion problems.

Mr. Small stressed the value of consulting with industry groups on problems of reconversion. He said that Advisory Committees would be consulted before any action is taken which will materially affect production or distribution in their representative industries.

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## THE 83-HOUR LISTENING HEADACHE BEFORE JAP SURRENDER

For more than 83 hours as the world listened for news of the Japanese surrender, networks concentrated all their facilities on the job of relaying to listeners, with utmost speed and accuracy, each news development.

A report has been compiled of what happened in NBC newsrooms during the anxious week-end of August 10th, a publication called "V". It is, as well, a review of 1346 days of the Pacific War from Pearl Harbor to Peace - as eyewitnessed and broadcast by NBC war-reporters.

The publication of "V" completes an NBC trilogy ("H-Hour, 1944", published June 12, 1944, and "X" - the story of the liberation of Europe, published May 22, 1945) planned to record the climatic news events of the concluding phases of World War II.

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AUTHOR FARRELL PANS "COMMUNICATIONS INSTITUTE" AND RADIO

The endorsement of the $5,000,000 postwar project at Western Reserve University in Cleveland to be called Communications Institute of Arts and Sciences, by Stanley K. Anderson, Radio Editor of the Cleveland Press, got quite a rise out of James T. Farrell, noted author. Mr. Anderson explained that the new Institute was now far beyond the blueprint stage and proposed to study the various ways of communicating knowledge and providing entertainment through the media of the most modern technological instrumentalities of communications.

Replying to the Cleveland editor in the Bulletin of the National Theatre Conference, Mr. Farrell writes:

"According to Mr. Anderson we are now on the eve of a Communications Revolution, which will be, as it were, the revolution which signalizes the final struggle of mankind. In the 20th Century, we have witnessed the most bewildering technical progress in methods of communications, and, as a result, new instrumentalities such as radio and motion pictures have become rooted in our day-to-day living.* * *

"These United States have been, and are minute-by-minute, hour-by-hour, day-by-day, being deluged in an ocean of banality, the like of which has never before been known to civilized man. The largest proportion of what is heard over the radio is unworthy of the time and attention of a serious human being. On all sides, people laugh at the practices of radio advertising, the use of jingling songs calculated to sell beverages, hand lotions and the like. At least, many of those who contribute towards this form of culture - advertising is a form of culture - are ashamed of what they do, and they even cynically laugh at their own productions. Radio advertising, further, has given birth to a new and truly depraved literary form - the soap opera. Day in and day out, these soap operas are presented over the radio.

"Along with the so-called commercials, here is part of what is being already communicated. If the same interests, if the same people who perpetrate this, are the influential ones in the formation of a $5,000,000 institute to study communications, what, precisely - what revolution is going to be achieved? If television and a whole succession of inventions are developed to improve and perfect communications, even more than they already have been improved and perfected, how will this necessarily change the present situation?* * *

"If common information is not disseminated, somebody is responsible for it. All that is necessary for the dissemination of common information today is for those who do have necessary information and power to go to the microphone and tell us what they know. If the masses of people are incapable of receiving and evaluating common information, then one of two reasons must be attributed to this incapacity: (1) they are congenitally incapable of it, or (2) they have not been educated to receive it, and, if this is the case, our formal educational institutions or schools, and our informal media of education, such as newspapers, radio and motion pictures,

are responsible. If the second is the reason, as I hold, then, the responsibility lies squarely on those who control and own education and the various means of communication. * * *

"The role of advertising is direct in radio, indirect in motion pictures. In the instance of each, however, the dramatic productions involve every economic and spiritual interest in the United States. At the same time, both industries are run for profit. This last is an admitted fact. Whenever a lone writer should dare to criticize the productions of these industries, he is told that he is irresponsible and unrealistic. What this often means is that he does not approach life from the standpoint of markets, profits and so on. The iron realism of business enterprise here is a realism of dollars and cents which in turn prevents the realism of an all-sided approach to life.* * *

"One final word concerning Mr. Anderson's predictions. The gentlemen of radio, the gentlemen of motion pictures, the professors of projects concerning these industries, the advertising agencies, the writers of radio and motion pictures - these and many others associated with them have the floor. They have the power and the resources; they have the audiences; they have the technique; they have everything. One can say to them: 'Gentlemen, go ahead. You have your chance. Nothing stands in your way. Never in history has such mastery, such skill, such resources for culture and education been so concentrated. Never in the history of mankind have such opportunities been given to men as are now given to you. At the present moment, the cultural progress of humanity lies in the hands of your relatively small group of men and women.

"'Again, ladies and gentlemen, you have your day. The voice of your critics is small, heard by only a few, drowned out. For every person whom your critics can reach, you can counter by reaching a thousand, ten thousand, even more. Are you going to change the cultural patterns, the life of mankind, for the better? Are you going to create an era of unprecedented material progress linked with popular liberal education? Are you going to replace the Industrial Revolution and the Social Revolution with the Communications Revolution? * * *

"The directors, the decision-makers, the owners of the major communications industries of America today, here and now, influence, educate, point the ideals of the younger generations, of most of the boys and the girls of America. Theris is an influence stronger than that of father and mother, teacher and priest and minister and rabbi. Theirs is the power to make, to remake, to forge and reforge the future consciousness of humanity.

"History has placed in the hands of these men the power to make and to remake the consciousness of mankind. Are these men, however, adequate to their tasks? What - yes, what - have they so far had in their heads that is worth putting into any other heads? What have they had in their hearts that is worth putting into other hearts? They can now answer these questions, not with words, promises and speeches, but with real performance."

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## SCISSORS AND PASTE

### Petrillo Techniques
("Washington Post" )

Mr. James Caesar Petrillo's latest ultimatum is addressed to the broadcasting companies. He has informed them that if duplicate programs are carried simultaneously by both standard and FM stations, twice the number of musicians must be employed. This simple formula for providing more useless jobs for his union will doubtless bring down an avalanche of angry denunciation on the head of Mr. Petrillo, who has shown that he can "take it". But the head of the musicians' union is merely a convenient scapegoat. He differs in no essential respect from countless labor leaders who conceive it to be their duty to hold jobs and create jobs for their following. The restrictions imposed by unions in the form of "feather-bed" rules and the numerous devices employed to obstruct or limit the use of labor-saving machinery are of a piece with Mr. Petrillo's job-creating tactics.

In our opinion a vote of thanks is due Mr. Petrillo for the dramatic way in which he has brought to public attention the need for a new approach to the employment problems presented by technological changes that both create and destroy jobs. Labor leaders of his ilk can and do impede progress for a time by doggedly monopolizing the gains resulting from improved processes. Ultimately, to be sure, everyone suffers from such wastage of manpower, since it is only through efficient utilization of labor that we can ever hope to attain the high degree of national prosperity that is our aim. Nevertheless, these long-run objectives cannot be expected to guide the conduct of union leaders whose prestige depends upon what they accomplish here and now for their members. Under such conditions the problem presented by socially outrageous union demands cannot be solved by merely calling for "responsible" labor leadership. The leaders are already responsible according to their limited lights.

Public sentiment is gradually being aroused to resist policies and practices that unduly restrain production or seek to monopolize the benefits of progress. In an atmosphere of public enlightenment labor leaders will then have an opportunity to display those qualities of statesmanship that are now conspicuous by their absence. Under existing conditions the odds greatly favor the leader who, like Mr. Petrillo, is willing to exploit the public for the sake of securing passing gains for his union.

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### Important Money Mentioned in Connection with ABC Revamp
"Variety)

Ed Noble paid off $1,000,000 last week to become sole owner of ABC (Blue) network, buying up the 12½" ($500,000) which was owned by Chet LaRoche, ex-exec vice chairman and director, and 12½% of Time, Inc.

When LaRoche and Time interests came into the ABC picture, the web had an $8,000,000 working fund operation. In addition to the $1,000,000 LaRoche-Roy Larsen investment, Noble put up $3,000,000 (thus giving the network a capital structure basis of $4,000,000), with the remainder of the money borrowed from the bank. Following the recent inner-sanctum revamp, LaRoche, on behalf of himself and Time mag., offered to buy up Noble's investment and take over the web operation, but Noble declined.

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## As To Petrillo Believes the Worst Is Yet To Come

(Jack Gould, Radio Editor, "Net York Times")

To the surprise of practically no one in radio, Jimmy Petrillo, head of the musicians union, came back into the news last week with his demand that a broadcaster hire twice as many musicians if a musical program carried on a standard station is also duplicated on a frequency modulation outlet.

With this move, which probably will precipitate as lively a controversy as radio has had in recent years, Mr. Petrillo has finally lifted the curtain on what is expected to develop into a broad campaign for substantially greater employment of musicians by both radio and the incipient television industry.

For though the layman may view Mr. Petrillo's many and diverse actions as separate and distinct matters, actually they are but a part of a larger picture which has prevailed ever since he succeeded Joseph N. Weber to the presidency of the American Federation of Musicians. That picture has involved making the purveyors of music in any mechanical form, be it radio, phonograph record or juke box, contribute far more than they already have to the financial welfare of the man who plays the fiddle or beats the drum.

It may be recalled that when Mr. Petrillo opened his fight against "canned music" in 1942 he originally directed his attention to the nation's radio stations. Due to legal complications, he was unable at that time to make much headway against them and re-directed his fire against the record and transcription manufacturers, finally winning out by the imposition of a tax on each disk sold. Now it is said to be radio's turn again, the advent of FM and television affording an opportunity to make demands which Mr. Petrillo believes should have been voiced years ago when standard radio was starting.

In the execution of this objective, Mr. Petrillo has managed to strengthen his position with each step taken. In the settlement of the record row he gained firm control over that field, an invaluable weapon should radio stations attempt to rely on recorded music in the event of a protracted controversy with the federation.

More recently Mr. Petrillo has sought jurisdiction over "platter turners" the operators of recording turntables, who now belong to the National Association of Broadcast Engineers and Technicians, an independent union. Thus far NABET has resisted these efforts, but Mr. Petrillo's group by no means has abandoned hope of eventual success."

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## TRADE NOTES

Drew Pearson, whose new sponsor Lee Hats on ABC beginning next month reportedly will boost his honorarium to over a million dollars for five years, wrote of this experience of Mayor LaGuardia with the Surplus Property Board:

LaGuardia outlined cases where cities attempting to purchase badly needed automotive parts, radio parts for police use, etc. had been referred by Surplus Property agencies to private dealers.

The City of Birmingham, Ala., anxious to purchase radio equipment, was told that surplus radio equipment will be sold by the Belmont Radio Corp. of Chicago, LaGuardia complained.

"I don't think Mr. Symington likes the cities", he continued. "His whole attitude - he may be a sharp businessman in circumventing the law but I don't think he will do for this job."

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John W. Humphrey has been elected Vice President in charge of manufacturing of the International Telephone and Telegraph Corporation. A native of Michigan, Mr. Humphrew was associated with The National Cash Register Company since 1940 in charge of manufacturing.

Before going with the National Cash Register Co., Mr. Humphrey served for twelve years with the General Motors Corporation. During this period, he was closely associated with tooling, processing and factory layout work.

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Ten major household appliances, including radio sets, phonographs and radio phonographs have been exempted from inventory restrictions of the War Production Board, to enable producers, wholesalers and retailers better to distribute consumers' goods which are scarce because they were not manufactured during the war years.

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Two of the foremost groups affiliated with the motion picture industry - the Research Council of the Academy of Motion Picture Arts and Sciences of Hollywood, Calif., and the Eastman Kodak Company of Rochester, N.Y.,- indicated their interest in television by applying for membership in the Television Broadcasters' Association, Inc. Their applications were unanimously approved.

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Henry G. Baker, has been appointed General Sales Manager of the Home Instrument Division of RCA Victor. Prior to his present assignment, Mr. Baker had been General Purchasing Director for RCA Victor.

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The Grenby Manufacturing Company, Plainville, Conn., manufacturer of electronic equipment, has acquired control of the Allen D. Cardwell Manufacturing Corporation, Brooklyn, manufacturers of radio parts. Ralph H. Soby, Vice-President and Director of Grenby, has been named President of Cardwell. The company, Mr. Soby said, will retain its conservative position in the industry and its sales policy of distribution through normal radio jobber channels.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF NOVEMBER 7, 1945



No. 1704

November 7, 1945

WORK STARTS SOON ON NEW $1,250,000 DON LEE STUDIOS

Ground breaking ceremonies for the Don Lee Broadcasting System's new $1,250,000 Hollywood studios to be located on Vine Street between Homewood and Fountain will be held shortly after the first of the year. Thomas S. Lee, president; Lewis Allen Weiss, vice-president and general manager, and Willet H. Brown, vice-president and assistant general manager, in jointly making the announcement, stated that the structure should be completed by the end of September, 1946.

The three-story building will feature a 150 foot tower, equipped with an elevator, which will house antennas for television sight and sound and for FM. The antennas will beam to the transmitters which will be located on both Mt. Lee and Mt. Wilson by the time the Vine Street building is completed. Currently, both Don Lee's FM and television activities are transmitted from Mt. Lee.

An additional strip of land 55' by 300' was purchased only last week to bring the company's property holdings at the new site to 350 x 300 feet. Of this, 90,000 square feet will house the building itself; the balance to be used for a parking lot at the rear.

Main entrance to the new studios will be centered on Vine Street, with employee and talent entrances in the rear of the building. Ground floor will be devoted to studios, with four theater studios seating 350 persons, four medium sized studios, and three smaller studios. Each of the studios is actually a separate structure, not physically connected with the rest of the building. In other words, each studio is surrounded by an air space which serves to isolate it from the building as a whole and from all outside vibration.

On the second floor, general offices will be located with executive offices on the top floor. The entire building will be air-conditioned and temperature controlled, with liberal use of modern plastics and glass throughout.

Plans for the building were drawn by Paul Williams, leading industrial architect, from specifications outlined by Mr. Brown of Don Lee. He not only made negotiations for the purchase of the land, but also has been responsible for acoustical and engineering innovations incorporated in the building. He has incorporated a modified poly-cylindrical array type of construction in the studio acoustical treatment. This new treatment uses curved surfaces to diffuse the sound and provide natural reverberation, or liveness, for all studio broadcast pickups.

In charge of all radio equipment installations in the new building is Frank M. Kennedy, chief engineer for the network, who has assisted Mr. Brown materially in preparing plans for the studios. Mr. Kennedy started the plans for the speech amplifier equipment, and the

associated master control, over a year ago. Cost will be $250,000. Latest scientific features available have been incorporated in the equipment to provide highest quality of sound pickup in the new studios.

Mr. Brown is blending the new scientific development, the poly-cylindrical array, into the architectural design. According to Mr. Kennedy, this will provide a pleasing and modern effect and at the same time achieve a new fidelity in sound reproduction. When the studios are completed, they will be at least five years ahead of any network's plant now in existence.

The studio will serve as headquarters for the Don Lee Broadcasting System, for Station KHJ, KHJ-FM, and KTSL, and in addition will be the origination point for all Mutual Broadcasting System programs from Hollywood. Current Don Lee Studios are located at 5515 Melrose Avenue.

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BENDIX FACES 21 MILLION STATIC ELIMINATOR PATENT SUIT

A suit for $21,000,000 damages against Bendix Aviation, Inc., charging conspiracy to use illegally an invention which eliminates short-wave radio static, has been filed in Federal Court at Wilmington, Del. The plaintiffs are Dr. Louis H. Crook, head of the aeronautical school at Catholic University, and a group of lawyers and their associates in Washington, D. C. who have an interest in the professor's invention.

Filed by Attorney Prentice E. Edrington of Washington, the suit contends Bendix utilized the Crook invention after rejecting it when it was submitted to the firm in confidence. It charges a conspiracy running over about 17 years, says the firm has impaired the utility or commercial worth of the invention and asks the court to declare the plaintiffs the owners of the patent. The device, used in various types of vehicles, shields the ignition system of engines, thus eliminating interference with radio reception, the plaintiffs said.

Plaintiffs, with Dr. Crook, are Gustav Herman Jakobason, patent attorney here; Attorney Samuel B. Pack and his wife, Leah; his daughter, Mrs. Ruth P. Wolf, and his son, Horace F. Pack. All are Washingtonians. Bendix Aviation, Inc., is a Delaware corporation.

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A "police force" was established last week to prevent dishonesty in the disposal of surplus property.

Organized to work closely with the Federal Bureau of Investigation, enforcement divisions of the various surplus property disposal agencies and other Federal law enforcement units, the Surplus Property Compliance Enforcement Division is headed by Joseph F. Carroll, former agent of the FBI.

RADIO REACHES 100,000,000 SAYS NICHOLAS OF FARNSWORTH

Among the numerous addresses in connection with National Radio Week now in full swing all over the country was one by E. A. Nicholas, President of the Farnsworth Television and Radio Corporation over WGL at Fort Wayne which is owned and operated by Farnsworth. Mr. Nicholas, who is also chairman of the Set Committee of the Radio Manufacturers Association, said in part:

"This is National Radio Week and the nation celebrates the 25th Anniversary of Radio Broadcasting. In this short span of years gigantic strides have been made in all phases of this great art. 25 years ago home radio receivers were small, unsightly boxes with 'cat whiskers' crystal detectors instead of the efficient vacuum tubes of today, and uncomfortable head telephones provided the only means of reception. A family was forced to take turns at listening in, or else had to purchase numerous 'head sets'.

"Even so, the miracle of bringing music out of the air into the home was at once startling, fascinating and enthusiastically accepted by everybody. Everyone wanted a receiver. Then the magic of the vacuum tube came into the home and radio reception improved rapidly. Manufacturers could not keep up with the demand. Tinkerers everywhere throughout the country built their own. Out of all this embryonic beginning we have built a great national medium for disseminating information and entertainment to every city, town and hamlet of America, reaching more than a hundred million people.

"Now we are entering a new era, the era of television. And yet the television set of today is far more efficient, does more, brings more into the home than the crystal head set receiver of the early 1920's or even of the advanced radios that were in use 10 years later. I foresee television playing a leading role not only in the home but it will also be a boon to travellers on railroad trains, on overland busses, on the great fleets of our commercial airlines and even at sea on coastwise and other vessels.

"I venture to say that 25 years from now not only will sound radio broadcasting, both AM and FM, have reached a point of even greater perfection and coverage but complemented by the newer art of television, these two instruments of science will undoubtedly be the most powerful force at our command for the advancement and betterment of civilization.

"Radio broadcasting, as we have it today, after 25 years of substantial progress, is truly the art that gives so much for so little. There is no service in the world today comparable to it. One can rightly say that the purchaser of a radio set, whether it be a small table model or a de luxe radio instrument, becomes the immediate possessor of a perpetual, life-time pass to the world's theatre and receives thereafter, day in and day out - year in and year out - the best offerings of the nation in point of news, information and entertainment. Has there ever been a more potent and generous service immediately available to every man, woman and child in the world?

"President Truman has said, 'Radio is in good hands'. One may add that the American way of broadcasting has been highly successful

under its present management. In the United States it has not been necessary, as in other countries, for the Government to dominate, control and actually operate broadcasting and to charge the set owner an annual fee for doing this! I feel sure the same American system of honest and free enterprise will be in operation 25 years from now when television will then again be celebrating another similar milestone in its progress."

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GOODBYE XMAS SETS; 500,000 (MAYBE) INSTEAD OF 3,500,000

As a result of the parts manufacturers holding out for more money and the OPA stalling along in prices, radio set manufacturing reconversion is in a mess. Instead of 3,500,000 sets by Christmas, so gaily predicted by the WPB last August, it is another New Deal snafu and the dear listening public will be lucky if it gets 500,000 sets. Here is what the Radio Manufacturers Association has to say about the situation:

"Reconversion of the radio manufacturing industry, which was expected to be one of the speediest immediately after V-J Day, has been retarded from six weeks to two months. Delays in the issuance of OPA reconversion pricing orders for both components and sets, below production costs in many cases, are held responsible for most of the delay by manufacturers, but now new bottlenecks threaten to retard volume production for several more weeks or months.

"Shortages of certain materials, especially steel, electric wire and aluminum containers, are holding up production of some radio parts, and growing labor and wage disputes threaten further obstacles to large scale production.

"With the issuance this week of a new regulation establishing prices for radio sets modelled after those produced in late 1941, OPA has cleared away its major reconversion pricing orders for the radio industry. However, a large volume of applications for individual prices, especially covering 'new models', is expected to further slow up reconversion although OPA is prepared to handle them expeditiously. Some 'hardship' appeals also are being filed with OPA.

"Radio parts, particularly variable condensers and speakers, were reported still in short supply as manufacturers of these components sought additional price relief from OPA. A new increase factor for variable condensers, possibly higher than the 13.5 per cent announced in mid-October, was under consideration by OPA officials. Higher prices for 'new model' speakers also were being approved, indicating that this bottleneck may shortly be broken.

"A backlog of military orders for 'morale' radio sets and radio components also was blocking civilian production in some plants. WPB officials told RMA that more than 300,000 of these sets for the Signal Corps, the Navy and the Army Air Forces are still on order and carry a priority which gives them the right-of-way over civilian radio receivers."

WARNS FCC EDICT IS BLOW TO FARMERS WHO NEED FM RADIO MOST

It is charged that the farmer and the suburban listeners are to be sacrificed as a result of the new Federal Communications Commission 100 mc. FM ruling. A letter said to be startling in some of its revelations has just been sent to the chief engineers of every radio set manufacturer in the United States by G. E. Gustafson, Vice President in charge of Engineering of the Zenith Radio Corporation of Chicago. Mr. Gustafson gives for the first time the results of important practical FM tests in the new band designated by the FCC. It was disclosed that up to this time few if any of the engineers themselves were cognizant of what the new ruling means to FM.

Stripped of technical references and boiled down, the reports of the tests are explained as revealing that the new FM band amounts to city service exclusively and little or no service to the suburban or rural areas which need static free FM the most. Mr. Gustafson's letter reads as follows:

"An Industry Meeting was called by Mr. George Adair, Chief Engineer of the Federal Communications Commission on May 24, 1945, to discuss plans for monitoring operations of transmitters in the frequency range of 40-100 megacycles. During this meeting the Milwaukee Journal volunteered to operate simultaneously on 45.5 megacycles and 91 megacycles, and the Zenith Radio Corporation volunteered to establish a receiver location to monitor these transmissions. Since the result of this operation is quite startling, and since as far as we know we are the only company who has conducted tests of this kind, we felt that they should be brought to your attention.

"The transmitters at Milwaukee were at the same site and the antennas were on the same tower. The receiving location at Deerfield, Illinois, an airline distance of 76 miles, was set up with conventional receivers and recording gear and with two dipole antennas at a height of 30 feet. The tests were run for the period of July 20 to September 21, 1945, at which time the Milwaukee Journal was forced to cease operations to allow reconversion of their equipment for program operation. The calibration of the receiver equipment and the results obtained were checked not only by our own technical people but in addition by a representative of the Federal Communications Commission, by Stuart L. Baily of Jansky & Bailey, and by Major Edwin H. Armstrong.

"Briefly, an analysis of the recordings indicates the following:

"1. The signal obtained on 91 megacycles is less than theoretical predictions, and the signal on 45.5 megacycles is above theoretical predictions.

"2. Using the Federal Communications Commission suggested method of analyzation, we find that the 45.5 megacycle signal averages three and one-half times the average signal on 91 megacycles.

"3. Since these recordings are in microvolts per meter, and since the antenna length on 91 megacycles is one-half the antenna

length on 45.5 megacycles, the actual signal in microvolts introduced at the receiver terminals is approximately seven times greater on 45.5 megacycles than on 91 megacycles.

"4. This would mean that there is a power ratio difference of 49 to 1. In other words, if there were a transmitter operating on 10,000 watts on 45.5 megacycles, a transmitter on 91 megacycles to give the same input signal to the receiver would have to have a power of 500,000 watts.

"5. We recognize that there is a noise factor which would influence these results to some extent, and that it is impractical to establish exactly what this factor may be. However, it has been estimated by our theoretical group and others that to provide equivalent service the transmitter on 91 megacycles would still have to have a power between 100,000 and 200,000 watts as compared with 10,000 watts on 45.5 megacycles.

"6. This situation is made worse by the decision of the Federal Communications Commission to reduce the power of transmitters when the change is made from the existing 42-50 megacycles to 88-108 megacycle band. As an example, the transmitters in Chicago which at the present time are either operating or were scheduled to operate on a power of 50 kilowatts have been assigned 12½ kilowatts for the new band. These figures are based on an antenna height of 600 feet.

"7. An analysis of the recordings shows that on 91 megacycles the signal drops below a useable value sometime during three out of every four hours. In making the move to 100 megacycles the Federal Communications Commission gave as their reason long distance interference which they hoped to eliminate by this move. Industry testimony was that this interference existed for small fractions of 1% of the time. Technical witnesses for the Federal Communications Commission indicated that it might exist for 3% or 4% of the time. It is our opinion that the signal on 91 megacycles is entirely absent for a much greater percentage of the time than interference on 45.5 megacycles is present, either on the industry testimony or on the Federal Communications Commission technical testimony.

"It is our opinion, after observing these results that a frequency of 91 megacycles will not give satisfactory rural service, and that the frequency modulation system as planned for 100 megacycles would be satisfactory only for local service.

"We feel that the Federal Communications Commission has been misled on this matter, because during its hearings data was presented to them predicting theoretical field strengths approximately the same on the high frequencies as on low frequencies. Practical tests we have been running indicate that this theoretical data is not correct.

"We felt that this information is of such importance that it should be given to industry at the earliest possible moment."

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TRUMAN NAMES SARNOFF EMPLOYER DELEGATE AT LABOR PARLEY

The White House announced Friday that Brig. Gen. David Sarnoff, president of the Radio Corporation would replace C. E. Wilson, president of the General Electric Company as an employer delegate at the national labor-management conference which started Monday.

Frank M. Russell, Washington Vice President of the National Broadcasting Company will give a cocktail party at the Statler Hotel in Washington tomorrow (Thursday) afternoon.

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SENATOR CAPEHART EXPECTED BACK IN WASHINGTON IN TWO WEEKS

Senator Homer Capehart (R) of Indiana is reported well on the road to recovery by his office in Washington, that he is expected to return to the Capitol in about two weeks. He has left the hospital and is now convalescing in his apartment in Indianapolis.

In an automobile accident Senator Capehart suffered a broken ankle and his tongue was almost cut in two, requiring six stitches. He speaks only with the greatest difficulty. There has been considerable joshing on Capitol Hill about a Senator who can't talk, but it has proved far from a laughing matter with Senator Capehart.

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WATSON AND DODD, OF FCC, FIRED BY CONGRESS, WIN BACK PAY

Dr. Goodwin Watson, former Columbia University professor, William Dodd, son of the former Ambassador to Germany, formerly employed by the Federal Communications Commission, and Robert Lovett, former secretary of the Virgin Islands had the last laugh when they were awarded back salaries earned after Congress barred payment of appropriated funds to them because they were alleged to be "subversive".

The United States Court of Claims awarded $1,996.40 to Lovett, and $101.78 to Watson and $59.83 to William E. Dodd.

The trio continued to work for the Government after Congress sought to force them out of Federal employment. Congress must now decide whether to seek review of the unanimous decision in the United States Supreme Court or accept the decision, which included the separate opinions of three judges that such action by Congress was unconstitutional.

The three judges, who sustained the earlier contentions of the late President Roosevelt and Interior Secretary Harold L. Ickes and J. L. Fly, former FCC Chairman, who had denounced the congressional action, were Judges Warren M. Madden, Samuel E. Whitaker and Marvin Jones.

Chief Justice Richard W. Whaley and Judge Benjamin H. Littleton, in another opinion, ruled that it was immaterial whether the act was unconstitutional or not. They held that the three men were entitled to pay for work performed and that the congressional action was merely a direction to the disbursing officer and not binding on the courts.

Congress, through a rider tacked on to an appropriations bill in June, 1943, barred the three men, all of whom had been listed by the Dies Committee as engaged in "un-American" activities, from Government employment after November 15, 1943, unless prior to that time they had been appointed by the President and confirmed by the Senate.

Ickes immediately issued a statement declaring that "witch hunters" had sent the American Constitution and standards of fair play into "eclipse". President Roosevelt called the action "unconstitutional" but failed to veto the appropriations bill.

Lovett, a former professor of English at Chicago University who now occupies a similar post at Puerto Rico University, continued as a Virgin Islands official until March, 1944, despite the withdrawal of his pay. Dodd, son of the late Ambassador to Germany and Watson, chief analyst of radio broadcasts to foreign countries, resigned from the FCC a short time after the congressional deadline.

After the three men filed suit in December, 1943, for back pay, Congress appropriated $15,000 to fight the issue in the courts.

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## CARL BUTMAN FORMERLY OF WPB IS BACK IN RADIO

Carl H. Butman, who has the distinction of having been the first secretary of the old Radio Commission, having done an "A" No. 1 job in the information division of the War Production Board, has now resumed his former business of public relations consultant. He will have offices in the National Press Building, Washington, D. C. Mr. Butman covered the activities of the radio and radar division and the paper division for WPB.

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## SYLVANIA SHOWS $ 2,125,291 EARNINGS

The report of Sylvania Electric Products, Inc., for the first nine months of 1945 disclosed a consolidated net income of $2,125,291 after all charges, equal to $2.11 a share on the 1,005,000 shares of common stock. The net income for the first three quarters of 1944 amounted to $1,379,431, or $1.37 a share.

Figures for this year include those of the Colonial Radio Corporation, while 1944 includes it for four months, Colonial having been acquired on May 31, 1944.

Sales for this year's period totaled $100,254,788, an increase of more than 46 percent over the $68,569,095 volume for the corresponding period a year ago.

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NEW SURPLUS SET-UP; JESSE JONES MENTIONED; NO RADIO YET

The manner in which governmental surplus property amounting to $106,000,000,000 is to be disposed of is being completely reorganized. It will eventually all be under the Reconstruction Finance Corporation. There was a report that Jesse Jones might be called back to tackle the problem. As yet no radio surplus is in sight.

An important step insofar as radio surplus is concerned was taken this week when the Commerce Department's surplus consumer goods division, which will dispose of radio sets and certain other radio equipment, was transferred to the RFC. This caused the resignation of Wm. S. Bradley, in charge of the Commerce Department surplus property division, who took the occasion to sharply blast the Government's surplus pricing policies and veterans preference regulations. Mr. Bradley, a Texas banker before assuming the post last June made his views known before the national conference of business paper editors, having taken the precaution of resigning a half an hour earlier so that he could express himself fully and freely. Mr. Bradley described sales of surplus autos and other goods to veterans as a "hopeless and impossible task".

W. Stuart Symington, Surplus Property administrator and until recently Bradley's boss, described Bradley's statements as a "confession of the incompetency of his own agency".

Symington, who set policies for the agencies which do the actual selling, added that he had recently shifted these surplus sales from the Commerce Department to the Reconstruction Finance Corporation because "over in Commerce they had a lot of theories but they got very little selling done".

Up to now, though the Commerce Department has had the disposal of the radio receiving sets, as yet there has been practically none of this. RFC has had the radio parts, but in the new set-up every thing will be under the Surplus Property Administrator.

As to redrafting Jesse Jones, Doris Fleeson writes in the Washington Star:

"The possibility that Mr. Jones may be brought back into the administration to master-mind the surplus property mess is being voiced in informed quarters.

"A threatening House investigation has stirred administration apprehensions regarding the surplus muddle.

"Cast out of his department by Secretary of Commerce Wallace, who refused to touch so much as a surplus ax handle, actual surplus disposal is being funneled into an RFC subsidiary called War Assets.

This is the first step toward putting the unwanted brat into a respectable home, as the RFC enjoy public and Congressional confidence.

"It has been suggested that War Assets also take over the policy functions of Mr. Symington's outfit and handle every aspect, including the actual merchandising.

"This is where Mr. Jones may come in. The ex-lending, ex-Commerce head, national symbol of the careful businessman, is being mentioned to do the job. Another possibility is Donald Nelson, ex-Sears, Roebuck executive and former WPB head, now with the independent motion picture producers. One legislator who has looked into the situation asserts they bought enough machine tools to satisfy peacetime demands for 35 years.

"President Truman admits to callers that surplus property is a mess. He has to -- his committee had some unkind things to say about it months ago.

"Now Mr. Truman says the law is to blame. Congress agrees it's a bad law. On one hand, if we get the true value out of all this property it may wreck our economy; on the other hand if we don't get it we have thrown billions down a rathole."

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FEDERAL TO ENTER HOME RADIO FIELD

Plans for entrance into the home radio field have been formulated by the Federal Telephone and Radio Corporation, domestic manufacturing subsidiary of the International Telephone and Telegraph Corporation, it was learned according to the New York Times. Initially, the corporation will turn out a line of four or five table models and later plans to produce floor and console models, including combination radio-phonograph sets.

In the radio broadcasting field Federal will manufacture a complete line of transmitters, both AM and FM, transmitting tubes and associated equipment. It is also turning out mobile radio equipment, both transmitting and receiving, for use in the railroad, trucking, fire, police and emergency services. New transmitters and receivers for use by the aviation industry are also being produced. First installation of the FTR mobile radio equipment will be for the U-Dryvit Auto Rental Corporation, Cambridge, Mass., comprising 900 two-way units. H. C. Roemer, executive vice president, and F. N. Wendell, vice president in charge of radio sales, have reorganized the sales staff of the radio division and now have sales engineers representing the company throughout the United States.

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Niles Trammel, president of NBC, in an address before the Milwaukee Advertising Club, declared that television will be "the biggest and most fascinating of America's new industries". He pointed out the increased employment and broad public service which it will offer.

WRITER CATCHES FRANK MULLEN ON THE BOUNCE - SMILE AND ALL

Just how the Railroad Workers Journal ever got on his trail is not known but it unquestionably has the most interesting account of the career of Frank E. Mullen, vice-president and general manager of the National Broadcasting Company, that has yet been written. Woodrow Wilson once said of his biographer, William Bayard Hale, "he found out more about me than I knew myself". This seems to have been true in the way George Peck has tracked down the man who came into broadcasting fame as the originator of the famous Farm and Home Hour.

"That was in 1927", Mr. Peck writes. "The NBC office in Chicago was intended originally to be merely an outlet for commercial programs originating in New York, and for some sustaining shows, including the National Farm and Home Hour, produced locally. Mullen, however, was quick to see the enormous possibilities of the mid-west market for a radio advertiser. Soon after his office was opened he had succeeded in selling several commercial accounts, the most important of which was Montgomery Ward, which for a time sponsored his own Farm and Home Hour."

"In 1923 there were approximately one million radio homes in the United States, compared with 32,000,000 in 1945. Mullen's career has paralleled the growth of broadcasting, and few men have played so influential a part in its development.

"In 1923, Mullen, who was one year out of college and conducting a farm news page in the Sioux City, Iowa, Journal, received a wire from the editor of 'Stockman and Farmer', a well-known agricultural weekly published in Pittsburgh, offering him a job as its radio editor. Mullen admits that he didn't know exactly what radio was, but the job paid $7.50 a week more than he was getting; so he took it.

"On arrival in Pittsburgh, he found that, instead of running a column in the paper, he was supposed to produce a radio program over Station KDKA. Radio was then just a gadget, but one which was sweeping the country like a prairie fire. Mullen sensed the significance of this new art, and proceeded to inaugurate the first radio program ever directed to farmers. He found willing cooperation in the Department of Agriculture in Washington, and in the United States Weather Bureau, and his program included market reports on grains, poultry, produce, citrus fruits and livestock, as well as weather reports for all sections of the country.

"Within a few months, Mullen was receiving 'fan' letters from farmers in thirty-three States, and in Canada, Cuba and Puerto Rico. A survey taken toward the end of 1923 showed that between 100,000 and 150,000 radio sets on farms were being tuned daily to his program."

"Mullen first met Niles Trammell, now NBC President, in 1928, and the two men began a business relationship which has grown continually closer during the ensuing years. Trammell was sent by NBC to manage the company's Central Division, of which Mullen's agricultural programs and contacts were an integral part. Trammell and

Mullen worked in closest harmony in expanding this important NBC service. Many entertainment, news and cultural features were added to the Farm and Home Hour, making it a medium second to none for the dissemination of views, opinions and information from government agricultural scientists, practical farm experts, and leaders of farmer and young people's organizations.

"It was Mullen's consistent record of progressive thinking and energetic action which caused David Sarnoff, President of the Radio Corporation of America, to invite him to New York to organize a new Department of Information for the company. The new manager of the department soon made himself an important factor in the public relations, publicity and advertising activities of the company. He became known throughout the entire radio industry as a man who knew his radio, had a broad vision of its services, and possessed the ability and force of a top-ranking executive. In 1939 he was elected a Vice-President of RCA. On August 2, 1940, he was elected to his present office of General Manager of the NBC Board of Directors, and subsequently became a member of the Board."

Mr. Peck concludes: "Frank Mullen is one of the best-liked personalities in radio. He numbers his friends by the hundreds, from those in the highest positions in business and government, to scores of radio workers and artists who 'knew him when' and who have remained his staunch boosters through the years."

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STROMBERG SUSPENDS RADIO SHIPMENTS BLAMING OPA

Stromberg Carlson Company announced in Rochester, N. Y. it has halted all shipments of radios to dealers pending Office of Price Administration action on adjustment of ceiling prices.

Production is continuing "so far as our materials permit, but we are unable to ship because of the lack of prices", Lee McCanne, company vice president and general manager, declared.

He did not estimate how long shipments would be suspended, but said it would require two or three weeks to compile data requested by the OPA. Additional time would be needed for the OPA to study the information and set new prices, he said.

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MAGUIRE INDUSTRIES BUY RADIART OF CLEVELAND

Purchase of the Radiart Corporation of Cleveland, a manufacturer of radio parts and accessories, by Maguire Industries, Inc., was announced today by Russell Maguire, president of the latter.

All Radiart common and preferred stock has been purchased by the Maguire organization from Leslie K. Wildberg and William H. Lamar, and the corporation will be operated as a wholly owned subsidiary of Maguire Industries, Inc. The Radiart Corporation was organized in 1928 and is an important maker of vibrators for automobile radio receivers and other radio receivers operated by batteries, and also of automobile antennas and power packs.

## SCISSORS AND PASTE

### P. K. of CBS
(Jack Gould in the "New York Times")

As a gentleman with his neck out, Paul W. Kesten is not necessarily peculiar to radio. His distinction lies in that he put it there purposely, in a rare case of a single man of a major concern publicly taking the offensive against virtually all the rest of his industry. In a word, he insists that television must achieve higher technical standards before it can be introduced successfully and with minimum expense to the public. Accordingly, he has summoned all the faithful to face east as far as Madison Avenue and give heed to CBS television in full color.

To be sure, many broadcasters still doubt that his prefabricated minaret is the mecca McCoy holding that it is not economically desirable to wait for perfection and that television is ready now and must go through a process of evolution. But in any event all agree that Mr. Kesten is easily video's most controversial figure of the hour and that they had better stick around to see whether it will be a case of yelling Allah or wolf.

That no one chooses to run the risk of selling Mr. Kesten short is hardly surprising. He is no Little Boy Blue blowing a borrowed horn nor is he lately come by. He has been in network radio for fifteen years and truly can be said to have helped make the medium instead of being made by it. He is the only chain kingpin not in "Who's Who in America," yet even by radio's own fast-moving standards his career has enjoyed rare acceleration.

In Milwaukee. Mr. Kesten was born forty-seven years ago in Milwaukee, the city that also gave radio Hildegarde. He is the son of George H. Kesten, a pharmacist and optometrist, and Mrs. Lucy D. Kesten, a school teacher. His brother is Dr. Homer Kesten, a pathologist associated with the Columbia-Presbyterian Medical Center.

Gadgeteer. In personal appearance he is slim, of medium height and intense in manner. He is a meticulous dresser. Mr. Kesten is a bachelor and lives at the Hotel Lombardy, a four-block taxi ride from his office. Though not addicted to the social life, he can be a formidable conversationalist, exhibiting a familiarity with such a variety of topics as would seem to confirm his friends' contention that his one hobby is thinking. He is singularly well versed in the supernatural and mystic, though he may just as readily dwell on Italian morphology, the toxic effect of a Manhattan as opposed to a Martini, and the merits of T. S. Elio. In radio programs he is apt to choose the more sophisticated, though his job precludes stated preferences.

Perhaps the one dark secret around CBS is Mr. Kesten's own future. It has been reported repeatedly that, if he would, he could be president of CBS, with Mr. Paley preferring to serve less actively in the role of chairman of the board. On that, however, both are mum.

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## Petrillo "Social Gain"; Washington is blamed
("Indianapolis News")

One of the country's "social gains" brought by the new deal came in the person of James Caesar Petrillo. Until enactment of the new deal labor laws, Mr. Petrillo was head of the musicians' union. With the aid of Washington, however, Mr. Petrillo's sphere has been widened and he is now, to all intent and purpose, the czar of all American music.

He is a private taxing agent, rivaling the government. Every person who purchases a phonograph record pays a tax into Mr. Petrillo's union treasury. In addition, Mr. Petrillo tells the country's radio stations what they may or may not do, even to the point of saying what music shall be played.

The latest episode is Mr. Petrillo's edict on FM--frequency modulation. This new major radio development is in its toddling stage. In order to speed up FM's development, the large broadcasting units are presenting the same programs simultaneously over both FM and AM, which is the normal type of radio sending and receiving equipment now in use. This plan was adopted so that persons owning FM sets would not be favored or discriminated against in programming. It seems like an intelligent way of converting over to FM.

Mr. Petrillo has stepped in to say, however, that wherever this simultaneous broadcasting goes on, the number of musicians employed will have to be doubled. If a 70-piece orchestra is to go on a joint FM-AM hookup, the radio station must employ an additional 70-men, whether they work or not.

One of two things will happen. Mr. Petrillo will win his point, or the development of FM will be retarded. This sort of thing is going to continue until Congress gets around to the mood of the country and passes some sort of remedial legislation that will force the James Caesar Petrillos to remove their feet from the people's necks.

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## "Walkie Talkie" Big Help to Firemen at Empire State
("Fire Engineering")

The collision and fire involving the Empire State Building was unique in the annals of American fire-fighting.

Among other things, the tragedy demonstrated the need of effective liaison and communications between fire-fighting and other emergency units at the scene of the catastrophe.

In his report to the Mayor, Patrick Walsh, Commissioner and Chief of Department said:

"The blast occurring on the 78th and 79th floors disrupted the house telephone system, making inter-communication most difficult. The co-ordination of all the ...company operations covering three separated but related fires, was greatly facilitated by the use of the Fire Department's short wave radio pack-sets. Operated by Firemen Meyerson and Gertsen, the short wave radio proved itself of unmistakable value maintaining liaison between the officers in charge of the entire operations and those directing extinguishing activities at the particular spots involved. This was particularly valuable because of the confused and unreliable conditions of telephone communications at the time. The pack radio supplied a walking eye for the Chief in Charge."

## TRADE NOTES

A remarkable story of how a cleverly hidden Philco radio brought the news from San Francisco and the BBC to the American internees in the infamous Santo Tomas prison near Manila throughout the Japanese occupation has just been told by Jack Speirs, former manager of Heacock & Company, distributor of Philco products in the Philippine Islands.

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An announcement from Greenwich which is from Mr. and Mrs. Edward J. Noble, tells of the engagement of their daughter, Miss June Noble, to Lt. David Shiverick Smith, U.S.N.R., son of Mr. and Mrs. Floyd M. Smith of Omaha and Greenwich.

Miss Noble was graduated from Holton-Arms School in Washington and from Sarah Lawrence College. She made her debut in September, 1940, in New York, where she is a member of the Junior League.

Lt. Smith attended the Sorbonne, was graduated in 1939 from Dartmouth College and later from Columbia Law School.

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Peacetime expansion of radio and electronic facilities in tropical regions of South America and elsewhere in the tropics will be greatly aided by the system of "tropicalization" which was developed in the equipment manufacturing industry during the war to protect military equipment from damage caused by fungus, corrosion, and other effects of high temperatures and excessive humidity.

The useful life of such equipment in the steaming jungles of Pacific islands, according to the RCA Victor was extended many times by the new methods of processing and packaging, designed primarily to shut out moisture and prevent the growth of fungus.

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Plans for a counter offensive against widely publicized attacks on the U. S. Patent System are being made by a nation-wide group of smaller manufacturers, representing 28 classes of industries, according to an announcement today by John W. Anderson, President, The Anderson Company and President of American Fair Trade Council, Gary, Indiana, leader of the movement.

The new organization, incorporated as National Patent Council, will be controlled by smaller manufacturers. Headquarters will be at Gary, Indiana. Offices will be opened in New York and on the Pacific Coast.

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Giant loudspeakers have been installed in three four-engined Privateer bombers to enable Gen. Douglas MacArthur to give occupation orders directly to the Japanese people.

The 500-pound public address systems are capable of producing sufficient volume to allow the human voice to be heard over an entire city from a great height, the Navy said. The loudspeakers were developed by naval aeronautical engineers and the Bell Telephone Company.

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Emperor Hirohito's sobs while reading the imperial rescript announcing Japan's surrender ruined two recordings, according to Japanese dispatches.

Most Japanese believed the Emperor's reading of the rescript was a "live" transmission, but a reliable informant said the Tokyo broadcast of the Emperor's voice was from a record made at the Imperial Palace. Two records were ruined when the Emperor burst into tears during the reading.

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The radio industry, including end equipment and components, had a wartime peak of more than 500,000 people last spring, according to tabulations of Harold Sharpe, assistant director of the WPB Radio & Radar Division, and was about 470,000 on July 1, six weeks before the end of the Japanese war.

WPB officials estimate that the "traditional" prewar radio industry was responsible for approximately 335,000 employes, while the remainder were credited to newcomers, many of whom are expected to drop out of radio production during peacetime.

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"Cris-cross" (Chris Cross) is the monicker of the accommodating and capable public relations manager of the British Broadcasting Corporation in New York. Mr. Cross was formerly with WOR.

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Paul Whiteman is trying out something new on his RADIO HALL OF FAME program, heard Sundays at 6 p.m., EST, over ABC.

Ordinarily when the string and brass both are playing, the former would be drowned out by their lustier brothers if the radio engineer failed to tune down the brass section's microphone. The effect, however, distorts the sound of the band. To avoid this, Whiteman had large glass screens, in folding sections with wooden frames, built. One of these is placed in front of the strings. The sound of the brass fails to penetrate the screen and the strings thereby retain their voice in the blending of the sound as it is broadcast.

Likewise a smaller screen encloses the microphone used by Martha Tilton. Her mike need not be tuned up unnaturally to keep her voice from being drowned out by the orchestra, the method employed in the past.

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What promises to become one of modern aviation's greatest aids and to more accurate daily weather forecasting for everybody, has just been released from the highly confidential classification by the U. S. Army.

While this was initially a wartime project, developed by the United States Army Signal Corps in conjunction with engineers of Farnsworth Television & Radio Corporation, the SCR-658 "Weather Sleuth" promises to be of great usefulness in daily pursuits.

This equipment will be of special value for transcontinental planes, and airplanes, for stratosphere flying. The forecasting of the "weather man" will now be more accurate because of the use of this unit and, as a result, will indirectly affect the lives of millions of people.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF NOVEMBER 14, 1945



No. 1705

November 14, 1945

FCC-FM ROW BREAKS OUT ANEW; ARMSTRONG BACKS ZENITH TESTS

As a result of test figures submitted to the Federal Communications Commission by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, there has been a tremendous blow-up with regard to the FM reallocations at a time when the Commission thought the radio manufacturing industry had become reconciled to the Commission's moving all FM stations to a new band. The Zenith tests showed, among other things, that a station of 10,000 watts in the old FM band would have to have 500,000 watts or 50 times the power in the new allocation.

The Communications Commission vigorously hit back at the Zenith figures supplying some of their own as a result of a test made at Laurel, Md., but in so doing aroused the ire of Major Edwin H. Armstrong, inventor of FM, who not only championed the Zenith results but challenged the FCC engineers to appear at Rochester last Monday at the beginning of a joint meeting of the Institute of Radio Engineers and the Radio Manufacturers' Association and point out anything that was wrong with them.

"I'll be there", Major Armstrong declared. Furthermore, he invited the FCC to take that occasion to present the result of its own tests. However, no one spoke up for the Commission though W. K. Roberts of the FCC Engineering Division was said to have been present but "only to observe and not to be heard". Mr. Roberts was also said to have been the same man who was sent to Chicago at the beginning of the Zenith tests.

"We will have our people in Rochester", an official of the FCC said in Washington previous to the meeting, "but not in answer to any challenge. We haven't got enough men to be running around the country answering challenges. We don't say the Zenith tests are not right, we don't say that the set-up is not proper, but we do say they are not conclusive.

"We have asked twice for a technical report from Zenith but have never received one. We asked them to supply us with a separate set of recordings so we might study the results obtained on an hour-by-hour basis. All they ever sent us was a copy of a letter G. E. Gustafson, Vice-President in Charge of Engineering of Zenith, sent to the chief engineers of the radio set manufacturing companies of the country.

"Also I read somewhere that the FCC participated in the Zenith tests. Actually one of our men was present when the instruments were calibrated but took no part in the later tests."

Someone remarked "Sounds like the story the man told who made certain claims as to his skill as a hunter and said: 'If you don't believe it, I'll show you the gun I used.'"

"That is exactly our position with regard to having taken part in the Zenith tests", the FCC official said laughingly.

Because of the intense interest created by the Zenith tests which amounted almost to a sensation among the several hundred engineers present, it was reported that Wesley C. Carnahan, who presented the Zenith findings at Rochester, would be invited to appear at the Institute of Radio Engineers' Winter meeting to be held in Washington next January and thus carry the fight directly to the doorstep of the FCC. So it looks as if the Commission is in for a long fight.

Commenting on the Federal Communications Commission's statement in answer to the Zenith tests, Major Armstrong stated it was definitely misleading.

"A great to-do has been made about comparative tests between stations located in Washington, one on the old and one in the new band, as received at the Commission's engineering laboratory at Laurel, Maryland, 20 miles away", he said. "The report on these tests is meaningless. No one has ever said that the differences in transmissions occurred at distances as short as 20 miles. Everyone knows that they do not. The whole point of this discussion is that at distances over 50 miles where the service is really needed, the lower band is the best. These are the distances over which the Zenith tests were made, namely, 75 miles. The Commission's Engineering Department knows that this is so, for it has been recording signals from New York stations operating in the higher frequency band at its monitoring station at Andalasia, Pa., also over a distance of 75 miles. The measurements obtained at this distance confirm the Zenith measurements.

"I challenge the Engineering Department of the Commission to appear at Rochester on Monday afternoon at the joint meeting of the Institute of Radio Engineers and the Radio Manufacturers' Association, when full details of the Zenith tests will be presented, and to point out anything that is wrong with them.

"This is a matter of vital importance to the radio industry and to the radio listener and I know that the Commissioners of the FCC, who have been sorely puzzled by the disagreement between their own engineering staff and FM's pioneer engineers are as anxious as anyone to get at the truth of the matter. I will be there."

Addressing the radio engineers gathered at Rochester last Monday afternoon, Major Armstrong said that the tests reported by Zenith proved conclusively that 25 per cent better performance was to be had on the present band than on the new band, and that service to rural FM listeners would be seriously hampered by the change.

The FM inventor said that previously engineers could "choose their own path" and that the insistence of the FCC on the move to the higher frequencies showed "a lack of engineering integrity."

"I don't know where it will lead us", he said, "but it must be corrected."

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MONTGOMERY WARD ANSWERS FTC TUBE CHARGES

Montgomery Ward & Company, Inc., Chicago, has filed answer to a complaint issued by the Federal Trade Commission which charged it with misrepresenting the number of tubes contained in radio receiving sets sold by it and the capacity of the sets for television. The complaint alleged that in its advertising the respondent had represented radio sets as being equipped with from six to twelve active, fully-functioning tubes and as being wired or equipped for television. The complaint charged that certain of the tubes were non-functioning or did not perform any recognized customary function in the detection, amplification and reception of radio signals and that the sets were not capable of receiving and reproducing picture signals in visual form.

The answer declares the respondent has not sold or distributed radio receiving sets since the Spring of 1943. The answer admits that tuning beacon and rectifier tubes do not perform any function in the detection, amplification and reception of radio signals but nevertheless perform important and necessary functions in the operation of radio receiving sets. The answer further admits that its receiving sets were not capable of receiving and reproducing picture signals in visual form, but asserts that any radio receiving sets represented by the respondent as rendering any service in connection with television were so wired and equipped that they could be plugged in and used in connection with television sets for the purpose of amplifying and strengthening the sound produced and broadcast in connection with picture signals produced in visual form. The respondent denies that any representations describing its receiving sets were false or misleading or had a tendency to mislead and deceive a substantial portion of the purchasing public, as alleged in the complaint.

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Reports from London stated that the British and French Governments were discussing proposals to arrange for broadcasting programs on the Luxembourg radio under their joint sponsorship. This would permit the later use of the station by the United Nations as a whole if desired.

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WASHINGTON RADIO WEEK EVENT IS RECEPTION TO SARNOFF

On the assumption that if anyone deserved to be honored during National Radio Week and on the 25th Anniversary of Radio, it was Brig. Gen. David Sarnoff, pioneer wireless operator, his colleagues in Washington decided to give a cocktail party in his honor at the Hotel Statler last Thursday. General Sarnoff home from the war safe and sound happened to be in the Capital where he is serving as Employer Delegate at President Truman's National Labor-Management Conference.

Frank M. Russell, Vice-President of the National Broadcasting Company, acted as host. There was a distinguished guest list. Among those who attended from the White House were Mathew J. Connelly and William D. Hassett, Secretaries to President Truman; from the Senate came Senator Burton K. Wheeler, of Montana, Senator Wallace White of Maine, Senator Francis J. Myers, of Pennsylvania, Senator Warren G. Magnuson of Washington, Leslie L. Biffle, Secretary of the Senate, and Lieut. Ed. Cooper, of the Senate Interstate Commerce Committee.

From the House of Representatives Minority Leader Joseph W. Martin, Jr., of Massachusetts, and Representatives Alfred W. Bulwinkle of North Carolina, Clarence Lea, of California; J. Percy Priest of Tennessee; Charles A. Halleck, of Indiana; Carl Hinshaw of California; and Evan Howell, of Illinois.

From the Federal Communications Commission, Chairman Paul Porter, and Commissioners E. K. Jett, Charles R. Denny, Jr., Ray C. Wakefield, and William H. Wills.

From the Republican National Committee, Herbert Brownell, Jr., John MacCormick, in charge of Radio, William C. Murphy, Jr., in charge of Press Relations; Democratic National Committee - Samuel O'Neal, in charge of Press Relations.

Also present were Eugene Meyer, publisher of the Washington Post, and owner of Station WINX; Col. John Callan O'Laughlin, publisher of the Army and Navy Journal, and David Lawrence, columnist, old friends of Mr. Sarnoff; Maj. Gen. Alexander D. Surles, War Department Public Relations; Rear Admiral H. B. Miller, Navy Department Office of Public Relations; Maj. Gen. Frank E. Stoner, Army Signal Corps, and Maj. Gen. James A. Code, Jr., Army Signal Corps.

Charter Heslep, Washington representative of the Mutual Broadcasting System; Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company; Earl Gammons, Director of the Washington office of the Columbia Broadcasting System; Kenneth Berkeley, Blue Network; Merle Jones, Manager of Station WOL; A. D. "Jess" Willard, Assistant to the President of the National Association of Broadcasters; C. E. Arney, Jr., Secretary, National Association of Broadcasters.

Among those from General Sarnoff's own organizations were: Edward F. McGrady, Washington Vice-President of RCA; Col. T. H. Mitchell, of New York, Vice-President and General Manager of R.C.A. Communications, Inc.; F. P. Guthrie, Assistant Vice-President of R.C.A. Communications; Carleton D. Smith, General Manager of NBC, Washington office; H. R. Butt, of Radiomarine; Mead Brunett, of RCA-Brunett, and O. F. Schuette.

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ELLISON SPEAKS HIS MIND ON OBJECTIONABLE COMMERCIALS

"Two of the more serious complaints of people about advertising concern certain types of radio commercials and boastful, braggadocio advertisements", Paul S. Ellison, Vice-Chairman of the Association of National Advertisers and Director of Advertising and Sales Promotion of Sylvania Electric Products, Inc., New York, told the annual meeting of Association of Canadian Advertisers at a meeting at Toronto, Canada, last Wednesday.

"The largest single area of criticism has to do with radio commercials", he said. "It is interesting to note that although just about every member of the public is a radio listener, four out of five say they prefer commercially-sponsored radio to Government-controlled broadcasting."

"But there is a consistent minority of 15% who would rather pay a tax on their receivers and have the Government take over. Nearly all these people indicate that the reason they have developed this attitude is because of the obnoxious nature of some radio commercials.

"One result of these findings has been a large volume of private research in the past several months on radio commercials so that sponsors and broadcasters can determine how to harmonize such messages with the public's desires."

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ELMER DAVIS TO JOIN ABC AS COMMENTATOR

Elmer Davis, who directed the domestic and world-wide functioning of the Office of War Information, will resume his prewar role of news commentator, according to a United Press dispatch, which states that Mr. Davis has signed with the American Broadcasting Company for triweekly broadcasts on Tuesday, Wednesday and Sunday.

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## CBS REALIGNS ITS RADIO SALES PERSONNEL

The Columbia Broadcasting System has announced the following realignment of its station management and radio sales personnel:

J. L. Van Volkenburg - Assistant to CBS Vice-President Leslie H. Atlass, in charge of the network's Western Division office in Chicago, becomes General Sales Manager of Radio Sales with headquarters in New York; and Frank B. Falknor, General Manager of KMOX, St. Louis, replaces Van Volkenburg as Mr. Atlass' Assistant.

Wendell B. Campbell, Sales Manager and Assistant General Manager of KMOX, becomes General Manager of that station; David Sutton - Special Account Executive in Radio Sales, New York, when he entered military service from which he was recently honorably discharged, succeeds to Mr. Campbell's activities at KMOX.

Herbert A. Carlborg, Assistant Eastern Sales Manager of Radio Sales, becomes its Eastern Sales Manager; and Wilbur Edwards, Account Executive in Radio Sales, New York, becomes Western Sales Manager of Radio Sales in Chicago.

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## ALLEN REPORTS TO TRUMAN ON CLOSING WAR AGENCIES

George E. Allen, insurance executive and White House aide, has placed before President Truman a blueprint for liquidation of Federal War Agencies by June 30th. The plan drafted by Mr. Allen, who is a director of the Aviation Corporation which recently bought out Crosley, also a Director in I. T. & T. and understood to be very much interested in radio and communications, involves a job loss for approximately 100,000 war workers and an estimated savings to the Government of more than 265 million dollars a year.

Mr. Allen recommended appointment of a Director of Liquidation to supervise the big job, and creation of an Advisory Committee of key Government officials to aid him.

Rumor has it that Allen himself may be appointed Director of Liquidation. According to Drew Pearson, however, Mr. Allen, whom he describes as one of the closest men to President Truman, is now retiring from the White House.

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President Harding figures prominently in radio's early history. The first broadcast recorded his election; his was the first inaugural speech read on the air and he was the first president whose death was reported by radio. Westinghouse KDKA made all three presentations.

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## CROSS, OF BBC, IN NEW BOOK, TELLS OF U.S. ARMY CHAPLAINS

In collaboration with Maj. Gen. William R. Arnold, Former Chief, U. S. Army Chaplains, Christopher Cross, Public Relations Director of the British Broadcasting Corporation, has just written a new book "Soldiers of God", which tells the first hand story of Army Chaplains in World War II. Mr. Cross is also the author of "My Fighting Congregation", the first book about an Army Chaplain in combat in World War II. Although his writings cover a wide range, he has probably written more about chaplains than any other lay man.

An announcement states:

"'Soldiers of God' is the story of America's clergymen who were ready when the United States was attacked. Almost 8,000 gallant ministers, priests and rabbis have voluntarily left peacetime congregations to take their places beside soldiers fighting for freedom throughout the world. Armed only with the strength of their religion and love of country, these chaplains experienced all the fury of battle.

"Here is the U. S. Army Chaplains Corps' story of faith under fire - a story that belongs to every American. 'Soldiers of God' is a monument to the heroic sacrifices of clergymen of all faiths. It is a monument, also, to the many chaplains who have been wounded and killed as they served far beyond the call of duty.

"To prepare 'Soldiers of God', Mr. Cross has drawn upon the experiences of almost 8,000 clergymen in khaki and that of Major General William R. Arnold, a Roman Catholic chaplain for 32 years."

"Soldiers of God" is illustrated by 34 official U. S. Signal Corps photographs, is published by E. F. Dutton & Co., New York, and the price is $2.75.

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## CROSLEY NETS $1,380,920 IN PAST NINE MONTHS

The Crosley Corporation of Cincinnati, on November 1st reported net profits of $1,380,902 or $2.53 per share for nine months ending September 30th after providing $756,000 for contingencies to cover any liability in war contract renegotiations.

Net sales were $66,494,348, compared to $72,667,120 in first nine months of 1944, which was the company's record year. Balance sheet as of September 30th listed current assets of $27,710-464 and current liabilities of $16,178,823. A year ago these items were $31,050,766 and $23,627,591. Control of Crosley Corporation was acquired several months ago by Aviation Corporation.

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## JEROME KERN MEMORIAL BROADCASTS; DEEMS TAYLOR TRIBUTE

The National Broadcasting Company will feature a musical program tomorrow (Thursday) evening in memory of Jerome Kern, who died Sunday afternoon. There were similar broadcasts over WQXR and WOR, the speaker at the latter station being Deems Taylor, President of the American Society of Composers.

Mr. Taylor said when he was informed of Mr. Kern's death:

"I know that my own sorrow at his passing must be shared by the millions who for many years have derived so much pleasure from his lovely tunes. I think that no composer in his field since Victor Herbert has inspired so much real affection from countless hearers who never sawhim face to face."

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## WNAX 1945 FALL ALBUM SELLS LIKE HOT CAKES - 25,000 AT 25¢

The Cowles Brothers have another best seller in the 1945 Fall Album of their Sioux City-Yankton, S. D. Station WNAX, which was offered over the air to listeners at twenty-five cents each. In two weeks James H. Allen, Manager of the Promotion Department advises, 25,000 listeners wrote for this album.

A feature of the 1945 Album, which consists almost entirely of photographs, is a lively depiction of Midwest Farm Day September 3, 1945, made memorable by the presence of such notables as Fleet Admiral William D. Leahy, U.S.N., Rear Admiral J. J. Clark, Rear Admiral H.B. Miller, Gov. M. Q. Sharpe of South Dakota, Gov. Ed. Thye of Minnesota, Gov. Dwight Griswold of Nebraska, Johnny Oleson, "Aunt Jemima", and Mr. and Mrs. John Oeser, of Waterside, Iowa, 1945 Typical Midwest Farmers.

WNAX is 22 years of age this year. The Cowles brothers purchased it from the Gurney Company in 1938. In 1943 WNAX completed the construction of the world's tallest radio town - 927 feet. On the first Midwest Farmer Day held on September 4, 1943, WNAX dedicated the world's tallest radio tower as an everlasting tribute to the Midwest Farmer.

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As of November 1, 1945, WOR, the Bamberger Broadcasting Service, Inc., joined the Cooperative Analysis of Broadcasting, Inc. becoming the first radio station in CAB history to become a member. Heretofore only radio networks have belonged to the CAB.

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RADIO REPRESENTED AT PRESS CLUB DINNER TO PRES. TRUMAN

There was quite a sprinkling of folks connected in one way or another with radio at the dinner given to President Truman by the National Press Club in Washington. The biggest surprise of the evening, however, aside from the Press Club being affluent enough to present the President with a Steinway piano, was the ovation accorded to Gen. Dwight Eisenhower, who appeared as an unexpected guest and came embarrassingly near stealing the show from President Truman. After prolonged and continued applause, General Eisenhower was obliged to say a few words before the tumult subsided. Seldom in the history of the Press Club has anyone received such a spontaneous tribute.

Just as at previous dinners the comment had frequently been "how badly the President looks", at this one the main topic was "how well" President Truman appeared to be, the very picture of health. President Truman seemed to bounce into the room and was at his place almost before the bandsmen had a chance to begin the usual "Hail to the Chief". Likewise President Truman was not surrounded by the swarm of secret service men and police that Washington had become so accustomed to in the presidential entourage. The Roosevelt police display itself attracted a crowd. Last night was the third time the writer has been in the Statler when President Truman was there and at no time was there evidence that the President was expected except to the sophisticated eye a secret service man standing here or there.

An added guest along with General Eisenhower was Canadian Prime Minister MacKenzie King. Addressing the President, Edward Jamieson, of the Houston Chronicle, President of the Press Club said, upon presentation of the Steinway piano by the Club to the President:

"The National Press Club is a nonpartisan organization and it cannot claim credit for your elevation to the presidency.

"But the members of this club can take the credit for making you known nationally as a pinao player."

Master of ceremonies was Eddie Cantor. He introduced an array of entertainers including Joe E. Lewis, Metropolitan Opera tenor Nino Martini, New York Singer Dorothy Shaw, the Murphy Sisters and Joy Hodges, a soloist.

The Chairman of the Dinner Committee was Paul Wooton of the New Orleans Times-Picayune, and the Vice-Chairman Howard Acton, the Press Club's famous impressario, who to this writer's knowledge was on the job long before World War I, and seems to grow younger as time marches on.

The guests having to do with radio included: Brig. Gen. David Sarnoff, President of the Radio Corporation of America, who is in Washington as a Delegate to President Truman's National Labor

Conference; K. H. Berkeley, WMAL and Blue Network; Harvey R. Butt, Radio Marine; Louis G. Caldwell, counsel for WGN, Chicago; Arthur Capper, Senator, owner of WIBW, Topeka, Kansas; R. J. Coar, U. S. Senate Recording Room; Martin Codel, Codel Weekly Letter; Commander T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Roland C. Davies, Davies Communications Letter; Marshall Field, Field Stations, Chicago; E. H. Gammons, Director, Washington Office, Columbia Broadcasting System; Earl Godwin, commentator; Theo. Granik, American Forum of the Air; F. P. Guthrie, Assistant Vice-President, R.C.A. Communications, Inc.; Charter Heslop, Mutual Broadcasting System Washington representative; Senator William F. Knowland, owner of Station KLX, Oakland; Ernest K. Lindley, Commentator; Philip G. Loucks, radio counsel.

Also, Claude A. Mahoney, commentator; John W. McCormack, Radio Director, Republican National Committee; Alfred J. McCosker, Chairman, Mutual Broadcasting System; Edward F. McGrady, Washington Vice-President of R.C.A.; Eugene Meyer, owner of Washington Post and Station WINX; Edgar Morris, Washington Zenith representative; Frank M. Russell, Washington Vice-President, National Broadcasting Company; Oswald F. Schuette, Radio Corporation of America; Carleton D. Smith, General Manager of NBC Washington office; Eugene S. Thomas, Sales Manager, WOR, New York; Paul D. Spearman, radio counsel; Sol Taishoff, publisher of Broadcasting; Frank W. Wozencraft, Radio counsel.

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## JETT COULDN'T GET TICKETS; WILL SEE ARMY-NAVY GAME BY TV

FCC Commissioner E. K. Jett isn't going to let the fact that he was unable to secure tickets for the Army-Navy football game at Philadelphia December 1st keep him from seeing the game. On that day Commissioner Jett plans to be in New York and see it by television.

"I think it is worth making the trip", Mr. Jett said, "if only to see how television has progressed in such matters."

Televising the Army-Navy football game will be the forerunner of regularly scheduled intercity pickups beginning in January when the American Telephone and Telegraph Company will make its coaxial circuits available on a "no-charge" experimental basis for regular nightly pickups between New York, Philadelphia and Washington.

The A. T. & T. coaxial cable is now installed and operating between New York and Philadelphia, but shortly after the first of the year it will be ready for use to Washington.

Plans for the experimental use of the cable, which carries telephone conversations when not employed for television, have been arranged with the Columbia Broadcasting System, Allen B. DuMont Laboratories and National Broadcasting Company. The cables will be

available for each concern two nights a week, and when not so employed will be available for other experimental operation by persons and concerns such as motion-picture producers, theatre owners, etc., during "an extended period".

Mr. Jett also came into the newspapers this week in an Associated Press dispatch regarding the "walkie-talkies".

In an interview Mr. Jett said 25,000 of the lightweight, two-way radio telephones likely will be in use by the Summer of 1946. A year later the figure probably will be 250,000, he said, in answer to when civilians may be able to get walkie-talkies.

The prices may range between $50 and $100 a set. The FCC will approve rules and a licensing procedure for walkie-talkie users within two or three months Mr. Jett said, adding:

"We think the rules should be very simple. No technical knowledge will be necessary to qualify. It should be easier for any citizen to get a walkie-talkie license than to renewhis auto driver's permit. To procure a license the applicant need only show familiarity with the Communications Act and the regulations governing this service."

The rules will contain these two key points, Commissioner Jett said:

1. Any one can talk over a walkie-talkie but no charge can be made for using one or for transmitting messates.

2. The walkie-talkie cannot be used for commercial broadcasting.

Mr. Jett said several styles of walkie-talkies probably will be produced. Some will be small, lightweight affairs weighing 3 or 4 pounds. Others will be high-powered and heavier for use in autos and roof-tops. Their range will be from 1 to 15 miles, depending on terrain. Mountains, for example, sharply reduce range.

The walkie-talkie will bring back the party line in a big way, Mr. Jett said, because the two-way radio conversations "will be a party line in the sense that you will have to listen in on your frequency to find out if some one else is talking before starting your conversations." But as many as 100 conversations can take place simultaneously in a single area, he explained, by using different frequencies.

Commissioner Jett expects doctors, farmers, sportsmen and explorers to make early use of the war-developed gadget along with department stores, dairies, laundries and other business organizations that provide delivery service.

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## SURPLUS STORAGE BATTERY CEILINGS, INCLUDING RADIO, SET

Eight types of storage batteries declared surplus by the Signal Corps will have dollar-and-cent price ceilings for all sales in civilian channels, the Office of Price Administration announced today (Wednesday).

The ceilings, effective November 15, 1945, range from $3.39 to $28.34 at retail, and from $2.26 to $18.89, f.o.b. shipping point, for sales to industrial users and retailers. Ceilings also are established for sales to wholesalers.

Approximately 85,000 of these batteries are now located in various parts of the country and will be sold for civilian use by regional offices of the Reconstruction Finance Corporation.

The batteries, which range from two volts to 12 volts, can be used in passenger cars, buses, trucks, motorcycles, radio sets and as an emergency source of power for lighting.

The retail ceilings are below acquisition cost to the Government. However, they are the prices determined as the best available after a test of the market. The batteries, although unused, cannot, because of their age, be guaranteed, as is the practice in the trade for new batteries, OPA has been informed.

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## FRY HEADS BBC'S REORGANIZED U.S. PROGRAM DEPARTMENT

To improve coordination of eastbound and westbound programming between the United States and Britain, Charles Brewer, BBC's North American Director, has appointed Stephen Fry as Program Director.

Mr. Fry, who since 1942 has been in charge of all programming from Britain to the United States, now becomes responsible in addition for programs from the United States beamed to Britain for inclusion in the various BBC services.

Mr. Fry is now making a 4-week cross country tour. He will confer with station executives in San Francisco, Los Angeles, Denver, Fort Worth, San Antonio, Chicago, Des Moines and Cincinnati to learn first hand how the BBC can best serve the postwar needs of stations and how these stations can help the BBC to better present their communities to listeners in Britain.

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## SCISSORS AND PASTE

### Reinsch Finds Government Radio Ownership Kills Incentive

(J. Leonard Reinsch, Managing Director of Cox Broadcasting Stations and White House Radio Advisor in "Broadcasting")

An apparent fact about European radio which startles you at first is the utter complacency of their station personnel. No situation seems to cause concern or alarm. When you seek the reason you find it readily - atrophy caused by a lack of competition. The initiative, drive, resourcefulness and motivation which are an ever-present ingredient in the competition of free enterprise are missing. Incentive is gone, and you can sense it immediately.

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### Watson and Dodd, FCC Officials, Case Up To Supreme Court

("Washington Post")

Two long years have passed since the House of Representatives, in a gesture of petty vindictiveness, passed a law banning three individuals by name from employment in the Federal Government. The Court of Claims of the United States has now ruled that this congressional action was unconstitutional - as President Roosevelt, Secretary Ickes, Attorney General Biddle and others, including this newspaper, asserted it to be at the time. We characterized the action of the House, in which the Senate reluctantly concurred, as being in the nature of a bill of attainder and of a gross usurpation of executive authority." In retrospect, it seems no less ugly to us today.

Two years is a long time. Though the Court of Claims at this late date has found the action of Congress to be invalid, the Federal Government has long since lost the services of the three able men subjected to this un-American proscription. The man themselves - Prof. Robert Morss Lovett, Dr. Goodwin B. Watson and William E. Dodd - have had to endure an unwarranted smirch upon their reputations. And in the midst of war they were deprived of the right that belonged to every loyal citizen to serve their country. This was harsh punishment indeed for men who had done nothing more than to express opinions which were distasteful to certain members of Congress. We believe that they are entitled to honorable amends from the body guilty of inflicting upon them so grave an injustice.

Congress now has the privilege of appealing to the Supreme Court for a review of the unanimous decision by the Court of Claims. We hope that it will avail itself of this privilege. For it is of the very first importance that the issue lying behind the Watson, Dodd, Lovett cases be settled finally and definitively. The tactics pursued by Congress in proscribing these men were a travesty on the judicial processes which have enabled Americans to think of themselves as free men. They were an assault upon the tripartite character of the Federal Government established by the Constitution. They should never be pursued again.

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## Petrillo Warned to Consider Others
("Washington Times-Herald")

Some of our labor leaders have too much power for their own good, for the good of their followers, and for the good of the public. A laber leader like John L. Lewis (coal miners) or James C. Petrillo (musicians) is the union, and can maneuver it en bloc as his single will decrees.

Lewis, Petrillo and some other labor czars have secured solid benefits for their union members - better wages, better working conditions, a tighter grip on their jobs - but such a czar tends to forget that others besides his followers have stakes in our system too.

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## 200 N.Y. NEIGHBORHOOD THEATRES WIRED FOR TELEVISION
("Variety")

Approximately 200 neighborhood film theatres in the New York metropolitan area have been wired on the QT for the news innovation introduced by the Telecast Corp. of America. All these theatres are receiving telecasts (newscasts in small doses) daily on an up-to-the-minute sustaining basis.

No concrete plans have been formulated as yet for inclusion of commercials.

All this is said to be a prelude to television in theatres, with or without commercial sponsorship.

It is reported that several million dollars are behind the venture, and offices and newscasting stations are being established throughout the country. TCA has signed up UP and AP wire services.

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## Babson Says
(From the syndicated column of Roger W. Babson, Financial writer)

Radio advertising is profitable for only big concerns. Where a newspaper can constantly increase its size, a broadcasting station is limited to one wave length and only 24 hours a day in which to use it. Many stations are already overloaded with advertising. Unless they correct the situation, this country will strive to cut out radio advertising altogether as has taken place in Great Britain. Furthermore, in the case of radio, the advertiser is using the spoken, rather than the written work - and people forget quickly.

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## Newspaper Investment in FM May Reach $10,000,000
("Editor & Publisher")

Assuming that most of the 150 applications filed by publishers for frequency modulation operations will qualify for approval under the rules and regulations being set up by the Federal Communications Commission, the newspapers' investment in radio is expected to be between $5,000,000 and $10,000,000. The FM equipment figures alone, derived from estimates of station costs which range from $20,000 to $150,000, provide an incomplete picture. In many cases, they represent an additional investment where a publishing firm already is engaged in AM broadcasting operations - several with "million dollar" stations.

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## TRADE NOTES

The Executive Board of the United Automobile Workers Saturday in Washington authroized its radio committee to expend $400,000 in establishing FM radio stations in Detroit, Chicago, Cleveland, Los Angeles, Flint and Newark.

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Justin Miller, former member of the Court of Appeals of the District and currently President of the National Association of Broadcasters, has been elected to the Administrative Law Section Council of the District of Columbia Bar Association.

Louis G. Caldwell, counsel for WGN and the Clear Channel Broadcasters, was appointed Chairman of the Committee on Legislation.

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Nearly 40% of the 665 applications for FM stations are from newspaper interests, the Economics Division of the Federal Communications Commission has determined in an analysis.

Seventy percent of all applicants for FM are present holders of AM licenses, 30% non-broadcasters.

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The Television Broadcasters' Association, Inc. in cooperation with the New Jersey Education Association and its subsidiary, the New Jersey Visual Education Association, numbering over 12,000 members, will sponsor a symposium on "Education by Television" at the first postwar Convention of both educational groups in Atlantic City on Saturday, December 1st.

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Decca Records, Inc. - Nine months: Net profit $640,289 or $1.65 a share, against $743,832 or $1.91 a share last year.

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The first Executive Committee meeting of the FMBI since its incorporation with the NAB will be held in Chicago December 28th.

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The War Labor Board has been asked by the CIO United Electrical, Radio and Machine Workers to conduct a strike vote among 270,000 employees of General Electric Co.'s Westinghouse Electric Co. and General Motors Corp.'s electrical division.

A $2-a-day pay increase for all 270,000 workers, who are employed in the manufacture of radios, refrigerators, washing machines and other electrical equipment, is being sought by the union.

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One of the last acts of the WPB was to exempt radio receiving sets, phonographs, and radio-phonograph combinations from inventory restrictions to enable producers, wholesalers and retailers better to distribute scarce consumers' goods.

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Allan R. Ogilvie has been named a Vice-President of Maguire Industries, Inc., and placed in charge of its Bridgeport, Conn., plant. Mr. Ogilvie was earlier Chief Engineer of the company's Electronics Division, a post to which Carlton Wasmansdorff succeeds.

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Put a ring around December 15 on your calendar - maybe a few days before - as that is the date the first instalment of the story Capt. Harry C. Butcher (former CBS V-P) is writing "My Three Years with General Eisenhower" appears in the Saturday Evening Post. The book with the same title is due to appear about Christmas.

Captain Butcher's story is based upon a diary faithfully kept, and for which the Saturday Evening Post paid $175,000, a record price for publication rights.

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A practice radio broadcasting studio is to be constructed at Washington Missionary College of the Seventh-Day Adventists in Takoma Park, Md., a suburb of Washington, D. C. A campaign to raise funds for the project was started by Evangelist Harold M. S. Richards of Los Angeles, known as "The Voice of Prophecy" and will be named after Evangelist Richards. During the campaign here, he broadcasts each Sunday at 9:30 A.M. through WOL, of Washington, for his regular network program aired over 512 radio stations.

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Executives of the CBS-owned stations who attended the conference in New York recently were : Donald W. Thornburgh, Vice-President in Charge of the Western Division, and General Manager of KNX, Los Angeles; Carl Burkland, WTOP, Washington, D. C.; Frank Falknor, KMOX, St. Louis; Harold E. Fellows of WEEI, Boston, CBS Manager of New England Operations; Earl H. Gammons, Director, CBS Washington office; Arthur Hull Hayes, WABC, New York; A. E. Joscelyn, WCCO, Minneapolis-St. Paul, and J. L. Van Volkenburg, WBBM, Chicago.

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Development of new rugged miniature radio tubes which can withstand an acceleration of 20,000 times that of gravity was a feature of the secret research program that produced the famous VT radio proximity fuze - "second only to the atomic bomb" - according to Dr. L. Grant Hector, Director of Engineering for National Union Radio Corporation.

Dr. Hector, who had charge of the electronic tube development branch of Section T, Office of Scientific Research and Development, headed the scientists who designed new "ruggedized" miniature tubes for the pint-size radio transmitter-receiver which is the electronic brain of the lethal VT fuze.

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Heading into the final quarter of the year, normally the peak season, gross billings of the American Broadcasting Company, Inc. for the first nine months of 1945 amounted to $29,251,786, according to Charles E. Rynd, Vice President of ABC. This compares with time sales of $28,921,191 for the nine months ended September 30, 1944.

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On November 1st, KOWH, Omaha, joined the Associated Broadcasting Company as a basic station, that company announced. KOWH, 500 watts power is affiliated with the World Publishing Company, owners of the Omaha World Herald. The addition of this station brings the total number of Associated affiliates to 21 in the major markets of the United States, the network states.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1706

November 21, 1945

RADIO CENSORS WOULD HAVE AXED CANTOR-LEWIS TRUMAN CRACKS

There was some talk of broadcasting portions of the program at the dinner given to President Truman by the National Press Club in Washington, but fortunately this was not done, as there were many things said by Joe E. Lewis, a New York night club entertainer which would never have been allowed to go out over the air.

Also it is a question whether the bad taste of some of the remarks of Eddie Cantor, who acted as master of ceremonies, might not have received the radio blue pencil. If Mr. Cantor had used the finesse of Edward Jamieson, of the Houston Caronicle and President of the Press Club, in his pleasantries with the President, or the technique of the Gridiron Club, he might have gotten over with his skit about Mr. Truman running a basement haberdashery bargain counter in the White House (where Mr. Cantor had been received that day - a fact he made much of). The piano playing of Mr. Truman was dwelt upon ad nauseum by both Mr. Cantor and Mr. Lewis. However, and much worse, the latter went in for oldtime burlesque-house suggestive stuff. After one particularly smutty reference a high radio official turned to me and said, "I wonder how President Truman, a good Baptist, liked that one?"

The President was, of course, completely at the mercy of the actors, as was Howard Acton, in charge of the program, who has been putting on Press Club shows for the past 20 years and is himself one of the best m.c.s in the country and one of the cleanest.

The writer has recently neard Bob Hope (with President Roosevelt), Bob Trout of CBS (also with FDR), Jack Benny (with Mr. Truman when Vice-President) and Cantor as m.c.s They could all have taken a lesson from Bob Trout who, having covered the White House had some idea of the fitness of things in presidential matters.

No doubt Mr. Acton was also embarrassed last week by the way the performers, instead of being content with a single encore, came back again and again. The Glenn Miller orchestra alone played enough numbers to fill an ordinary program. All credit to these G.I. musicians for their great work in entertaining the boys overseas but their appearance before the President would have been twice as good if it had been half as long.

One great disadvantage all performers worked under was the badly adjusted or poorly operated Hotel Statler loud speaker system. At times the din almost blew the listeners out of their seats.

Although this writer did not have the pleasure of seeing him (his name not being on the printed guest list, as was the case

with General Eisenhower and Brig. Gen. Sarnoff, who also came in at the last minute), it was reported that Gene Buck, past president of the American Society of Compowers, and himself a famous provider of presidential entertainment, likewise was present at the dinner. If that is true, it would be interesting to know just what Mr. Buck's reaction was to the Press Club show and whether or not he thought the performers in question reflected credit on their profession through their appearance before the President of the United States on that particular night.

The worst of it was that many of the distinguished guests, especially outsiders such as Prime Minister Mackenzie King of Canada, might have received the impression that certain portions of the Press Club program were the kind of entertainment the Washington correspondents were accustomed to and desired, when as a matter of fact the features criticized were what the Broadway talent itself seemed to think was appropriate for the occasion.

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DOESN'T TELL FIGURE BUT PEARSON PLEASED WITH NEW CONTRACT

Asked to comment on a report from New York about his new contract, Drew Pearson would not tell the exact figure but gave the impression of being well satisfied with the deal which definitely places him in the first division of the country's highest salaried news commentators.

The New York report had it that Mr. Pearson was to receive $4,500 a week from his new sponsor, Lee Hats, on a three year contract. It was further stated that the commentator began with Serutan, his present sponsor, at $750 a week and at the present time the Serutan ante had been sweetened up to between $1,500 to $2,000 a week.

"The report is a little high on the new starting figure", Mr. Pearson said, "but otherwise is substantially correct and I think a pretty good contract."

Mr. Pearson will continue to be heard over ABC (Blue) Network at the same time - 7 o'clock EST Sunday evening.

Elmer Davis, former Director of War Information, is being offered $1,500 for one broadcast a week, $2,500 for two, or $3,000 for three. Mr. Davis, formerly ace CBS commentator, will be put on as a sustainer beginning December 3rd by ABC (Blue) Sunday 3-3:15 PM, and Tuesday and Thursdays 8:15-8:30 P.M.

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BENDIX RADIO BUYS $1,700,000 PLANT; $500,000 IMPROVEMENTS

W. P. Hilliard, General Manager of the Bendix Radio Division, Bendix Aviation Corporation, announced in Baltimore this week that the Bendix Radio Division has completed plans to purchase its Towson Plant from the Defense Plant Corporation for approximately $1,700,000.00 and has already started additions and improvements that will cost another $500,000.00.

"Acquisition of this plant and these additions and improvements are in line with our program for volume manufacture of quality radios, radio-phonographs and communication equipments in Baltimore", said Mr. Hilliard.

Built in 1940 by the Defense Plant Corporation, the Towson plant has been leased by Bendix Radio since that time with an option in the lease permitting the company to purchase the property.

"We are merely exercising our option, and I believe that we are one of the first large manufacturers in this area to do so", said Mr. Hilliard.

The purchase includes the main building with 215,000 square feet of floor space, an annex with 15,000 square feet, a parking lot, water tower, and specialized machinery. Virtually all the machinery for which the firm has no peacetime use, was previously declared surplus and sold or is being sold by the DPC.

The one-half million dollars worth of improvements will include construction of a new railroad siding, addition of 20,000 square feet of floor space to the present annex, extending the second floor of the main building out to the end of the plant, and construction of a bay on the rear of the main building to add another 20,000 square feet.

The railroad siding to be built by the Maryland and Pennsylvania Railroad is required as part of the company's program for volume manufacture of radios and radio-phonographs. A separate railroad siding is needed to handle the large volume of incoming cabinets and outgoing finished sets.

Completion of these projects will give Bendix Radio a total of 310,000 square feet of floor space in its Towson Plant, where the Radio Division's Baltimore activities will be concentrated. The original plant on Fort Avenue, Baltimore, is being closed and its personnel and machinery moved to Towson. The same will be done with the Monument Street Plant in the near future, so that all the firm's radio manufacturing activities in this area will be concentrated in the enlarged Towson Plant.

The addition to the second floor will house the company's Engineering Research Department. The addition to the annex will provide space for expansion of the Machine Shop and Sheet Metal Shop, and the bay on the rear of the main building will provide increased production space.

Mr. Hilliard expressed optimism as to the future of the Towson Plant. "As soon as we are over the hump in our reconversion from production of military aircraft radio and radar equipment, and into the production of our 1946 line of Bendix radios and radio-phonographs, railroad radio communication equipment, marine radio, personal aircraft radio, automatic direction finders, aircraft receivers and transmitters and other peacetime products, we will employ more than three times our pre-war employment peak." He stated that the company's payroll will soon amount to approximately $500,000 a month.

Within a few months as deliveries of components get underway, the manufacture of Bendix radios and radio-phonographs for use in the home is expected to be the major activity at the plant. Mr. Hilliard estimated that this line of consumer products would comprise 60% of the company's dollar volume of business.

Advance showings of the complete line of twenty-four models including plastic table radios, wood table radios, console radios, table combinations and floor model combinations, featuring the exclusive Bendix "Swingadoor" Record Changer, and a wide choice of chassis, have just been made to large dealer groups in New York and Chicago. "These advanced showings have been received very enthusiastically", states Mr. L. C. Truesdell, General Sales Manager, Radio and Television, "and every effort will be made to facilitate shipment of sets to our 62 distributors and their 8,000 franchised dealers during these next few weeks. A rapid increase in daily output of sets is scheduled as our suppliers, cabinet and component manufacturers, complete their reconversion from war production and begin to ship in quantity."

Bendix Radio Division came to Baltimore in 1937 where they occupied a plant at Fort Avenue. The Towson plant was built by DPC, and the Radio Division's contracts for war time radio equipment resulted in full occupancy of this building, plus occupancy of other plants on Belvedere Avenue and Monument Street, as well as the Fort Avenue Plant. As a prime contractor the Bendix Radio Division also sub-contracted work on war time contracts to other leading radio manufacturers.

During the war the company turned out more than $400,000,000 in aircraft radios, radar, and communication equipment for the Armed Services of the United States and its Allies. As a result of its early start upon war production, Bendix Radio was the first radio manufacturer to receive the joint Army-Navy "E" Award.

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Television pictures are constructed of hundreds of fine horizontal lines scanned in the pickup unit, transmitted individually and reconstructed in the receiver. More than 30,000 lines are required for a single second of high-definition television, according to Westinghouse engineers.

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## FEDERAL RADIO CONTINUES TO ADD EXECUTIVES

The Federal Telephone and Radio Corporation is losing no time in building up a large organization. E. D. Van Tubergen has been appointed Export Sales Manager to serve in a liaison capacity between the Radio Engineering and Sales Department of the Corporation and Export Department of the International Standard Electric Corporation, both affiliates of the International Telephone and Telegraph Corporation.

Henri Busignies has been named a Director of the Federal Radio Laboratories, W. P. Short, Chief Engineer, and H. A. Snow, Senior Engineer of FTR's newly created home radio receiver department.

Mr. VanTubergen is attached to the Division of the Radio Engineering and Sales Department and joined the System in 1926.

Mr. Busignies, formerly Assistant Director of the Laboratories, is an outstanding scientists in the development of direction finder equipment for naval and marine operations. Granted patents in the United States and France in 1926 for an aerial direction finder device, Mr. Busignies joined the I. T. & T. System in 1928 when he went with Les Laboratoires, Le Materiel Telephonique, of Paris. Even before the war many airplanes had been equipped with automatic direction finders of a type developed by Mr. Busignies and demonstrated in the United States in 1937.

Mr. Short formerly was Chief Engineer of the Research Construction Company and staff member of the Radiation Laboratory of the Massachusetts Institute of Technology, where he was assigned by the Navy to help develop radar. Previously he had served as a lieutenant in the Naval Reserve as radar officer for the Operational Training Command of the Pacific Fleet. Before entering active service with the Navy, he was Manager of Radio Engineering for The Crosley Corporation, and began his career with the I. T. & T. System at its French affiliate, Le Materiel Telephonique.

Mr. Snow is known as the developer of the "valiable mu" tube while with the Boonton Research Corporation. He also developed an electronic gauge while working on production of aircraft transmitters with Foote, Pierson and Company of Newark during the war.

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## RCA RESTORES RADIOTELEGRAPH BETWEEN MANILA AND BANGKOK

Restoration of the radiotelegraph circuit between Manila and Bangkok, Siam (formerly Thailand), was announced last week by Col. Thompson H. Mitchell, Vice President and General Manager of R.C.A. Communications, Inc. Service to Bangkok has been suspended since December 7, 1941. The siam terminal is operated by the Siam Telegraph Administration. In recent weeks, R.C.A. Communications has been transmitting messages to Gangkok by way of Switzerland.

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SENATE GROUP IS PRAISED FOR FAVORING FBIS CONTINUANCE

Approval was quickly heard of the Senate Appropriations Committee recommending that the Foreign Broadcast Intelligence Service be given a new lease on life, that a $930,000 appropriation be restored to make this possible and be transferred to the State Department and continue permanently. The FBIS is responsible for the monitoring of the foreign broadcasts and the Radio Intelligence Division for the policing of the radio spectrum to insure against unlicensed operation and to prevent interference with authorized radio communications.

Taking up the cudgel for the FBIS as it has done several times before, the Washington Post last Saturday said:

"The Senate Appropriations Committee deserves commendation for restoring funds to several war agencies which suffered crippling cuts in the rescission bill passed by the House last month. One agency which we are especially glad to see granted a new lease on life by the Committee's action is the Foreign Broadcast Intelligence Service. Senator McKellar of Tennessee is said to have led his colleagues to a recognition of the essential nature of the work performed by the FBIS. We hope that his wisdom in the matter will prevail when House and Senate conferees get together to settle their differences over the bill.

"It is testimony to theloyalty of the key personnel in the FBIS - and to their faith in the significance of their work - that nearly all of them remained in their jobs throughout the period when continued existence of the organization was altogether uncertain. It would have been a real misfortune if this highly skilled corps had been disbanded. They have been kept busy by steady requests for their reports from the State Department and the War Department. Their monitoring of foreign broadcasts affords a vital form of assistance to the sound shaping of policy in both these departments. Indeed, it provides information about events and trends in foreign countries often obtainable in no other way.

"The Federal Government cannot afford to dispense with this kind of intelligence. We believe, as we have said before, that it should be made part of a comprehensive, independent intelligence agency. In the interim period, until such an agency is established, the President would do well, we think, to transfer the FBIS by executive order from the Federal Communications Commission, where it is now lodged, to the Department of State, its principal customer. This will be feasible if Congress grants the funds recommended by the Senate Appropriations Committee. But the sooner an independent intelligence agency can be established, the better it will be, we are convinced, for the shaping of our policies in foreign affairs. Intelligence units and personnel are being scattered that one day we shall want and be unable to reassemble."

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## MARK WOODS OFFERS ABC TIME TO CAPITAL AND LABOR

Convinced that radio is one of the most important mediums for the exploration of problems confronting labor and management in the United States, Mark Woods, President of the American Broadcasting Company, has invited the National Association of Manufacturers and the United States Chamber of Commerce to share a 52-week broadcast period over the full ABC network during 1946 through which the viewpoint of business and management may be presented to the nation.

At the same time, Mr. Woods invited the American Federation of Labor and the Congress of Industrial Organizations to continue through the coming year the broadcast series, LABOR, U.S.A.", which has been presented over the ABC network Saturdays from 6:45 to 7 P.M., EST. All four groups were offered the broadcast time beginning January 1, 1946.

The proposed broadcast series offered to the NAM and the U. S. Chamber of Commerce would be heard on Saturdays from 7 to 7:15 P.M., EST, immediately following the labor groups' broadcasts.

Mr. Woods' offer of broadcast time to the business and management groups was made to Ira Mosher, President of the NAM, and Ralph Bradford, General Manager of the Chamber of Commerce. His invitation to labor to extend its program through 1946 was made to William Green, AFL president, and Philip Murray, president of the CIO.

"We are very pleased", Mr. Woods told the latter groups, "with the successful response to this important labor series of programs and are anxious to have them continued for the year 1946. We would like to continue on the same basis as this year, with the CIO presenting its program during the first six months of 1946 and the AFL broadcasting its program during the second half of the year."

In extending his offer of broadcast time to Mosher and Bradford, Mr. Woods said:

"We believe that through this friendly and frank presentation of mutual views, both labor and management can achieve the kind of freedom of expression which is an integral part not only of our American democracy but of American radio itself."

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## SEN. CAPEHART "GETTING ALONG FINE"; BACK IN CAPITAL SOON

Reports are that Senator Capehart (R), of Indiana, victim of an automobile crash near Indianapolis, is convalescing rapidly and may be back in Washington next Saturday or Monday. Though it is expected he will be rather closely confined for the next few weeks, it is believed he will be able to at least visit his office fairly soon. Senator Capehart is at present at his home in Indianapolis.

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## U.S. BROADCASTER UP FOR TREASON WANTS WALLACE AND MacLEISH

The first American broadcaster to be tried for treason, Ezra Pound, was flown from Italy to Washington last week. He expressed the wish that Secretary of Commerce Wallace and Archibald MacLeish, Assistant Secretary of State, appear as witnesses at his trial.

He told Chief Justice Bolitha Laws of the District Court that he talked to Wallace and MacLeish when he returned to this country for a visit in 1939, and that his purpose then was "to keep hell from breaking loose in the world".

The information he gave to Wallace and to MacLeish, former Librarian of Congress and Assistant Secretary of State, was the same kind he broadcast from Italy, Pound asserted.

Pound was charged with broadcasting Axis propaganda over the Fascist Rome radio station during the war.

Born in Idaho in 1885, he left America at 22 and returned only once - a brief visit in 1939 to leave with his publishers some 20 cantos of his poetry, which some critics regard as the work of a genius and the others as mediocre.

"What I want to know is whether anybody heard my broadcasts and if so, how they could have any earthly idea of what I was talking about", Pound said.

The Justice Department at present is taking testimony from seven Italians said to have worked with Pound in the Rome and Milan Fascist-owned radio stations. The Italians flew here voluntarily a week ago to testify, Justice officials said.

Pound told reporters that he never supported Mussolini, whom he described as "unimportant", and a "puffed up bubble", but admitted that all his radio scripts had been passed on by the Italian censors.

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## PETRILLO RAPPED FOR AM-FM STAND

James C. Petrillo, musicians' union head, was taken to task editorially by the Minneapolis Star-Journal, of which John Cowles, of the Cowles Broadcasting Company is President, for demanding that broadcasters who carry musical programs simultaneously on standard and FM stations hire twice as many musicians. When there's television, the editorial declares, Petrillo then undoubtedly will require four times as many musicians.

"Musicians, like all workers, have a right to protect their interests in their jobs", the editorial points out. "Featherbedding of the type Petrillo attempts to foist upon the broad-

casters, however, can scarcely be considered protection of rights. It is the sheerest kind of nonsense, akin to the type of reasoning which would have us return to excavating with pick and shovel instead of steamshovels because it employs more workers."

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## PLANS PROGRESS FOR I.R.E. WINTER MEETING AND RADIO SHOW

Progress on plans for the first postwar Winter Technical Meeting and Radio Engineering Show of the Institute of Radio Engineers at the Hotel Astor, New York, January 23rd through 26th,1946, is far advanced, and all indications point to one of the largest, as well as well as one of the most significant gatherings of this type ever held, according to Edward J. Content, Chairman of the Committee arranging for the meeting.

Last year, more than 3,000 members were present and reports this year indicate a substantially greater attendance. Several features in addition to the major highlights of the meeting are on the schedule of events.

In preparation for the Radio Engineering Show, it has been reported that 124 exhibitors have already taken the total of 150 booths originally planned, including three theatre booths, and that efforts are now being made to obtain additional space to accommodate a large list of further exhibitors.

The annual banquet, on Thursday, January 24th, the social highlight of the IRE year, will have places for 2,500 members and guests. Dr. Frank B. Jewett, President of the National Academy of Sciences, will be the principal speaker for the evening, and Edgar Kobak, President of the Mutual Broadcasting System will be the toastmaster.

For the luncheon Friday, January 25th, in honor of Dr. F. B. Llewellyn, incoming President of the I.R.E., L. M. Clement, Vice President in charge of Research and Engineering of the Crosley Corporation, will be master of ceremonies.

This year, the Institute of Radio Engineers will again be host at a joint meeting with the American Institute of Electrical Engineers which will be held in the Engineering Society's auditorium on Wednesday evening, January 23rd. Last year, the meeting drew such crowds that many had to be turned away. At this gathering, however, arrangements have been made to install a public address system and to reserve another large meeting room in the same building to accommodate any overflow attendance.

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## NEW CROSLEY V-P WILL BE MFG. DIVISION SALES MANAGER

S. D. Mahan has been appointed Vice-President of The Crosley Corporation and General Sales Manager of the Manufacturing Division. Under Mr. Mahan's direction will come all commercial activities, including export and domestic sales, advertising and service.

Mr. Mahan came to Crosley in 1943 after spending two and one half years with the U. S. Treasury Department as Director of Advertising and Promotion for the War Bond program and as Associate National Field Director in charge of all War Bond and Stamp sales through retailers and the newspaper boys of the nation. He has continued his association with the War Finance Division of the Treasury Department in the capacity of consultant.

Mr. Mahan has spent over eight years in the electrical appliance field first as Merchandise Advertising and Promotion Manager and, later, as General Advertising Manager of the Westinghouse Electric Company. Previous to that, he was for 12 years in agency work as Vice-President of Fuller and Smith and Ross, and as account executive with the H. K. McCann Company.

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## SOLVES PROBLEM OF TELEVISION "GHOSTS" WITH NEW ANTENNA

Atop a 14-story structure in New York City is mounted the new Farnsworth television antenna which is giving satisfactory performance in the elimination of shadows, according to Madison Cawein, Manager of Research, Farnsworth Television & Radio Corporation, of Fort Wayne, Indiana.

Shadows, or "ghosts" as they are sometimes called, occur when the transmitted signal strikes an object which reflects a secondary wave. This secondary wave is picked up by the receiving antenna over a different path at a later time and this wave produces a "ghost" which is displaced from the primary picture. These "ghosts" are apparent on the receivers in large cities, where skyscrapers are numerous and in mountainous regions, such as in California, where the reception in valleys is weak.

The new Farnsworth antenna is adapted to the horizontal polarization of television broadcast waves now being used in this country, and is so constructed that the operator can get the strongest signal with the weakest reflection. This is accomplished by remote control with which the user can rotate the dipole and extend or retract its arms.

Within the case are two motors, one for orientation and one for tuning. Four push buttons on a control board allow for the operator of the television or radio set to rotate the antenna clockwise or counterclockwise through 180 degrees and to increase or decrease the frequency of resonance.

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## WOULD IMPROVE THE STANDING OF RADIO SERVICE MEN

Arthur E. Akeroyd, Distributor Sales Manager of Raytheon Manufacturing Company, is launching a merchandising campaign for qualifying radio service dealers known as the "Raytheon Bonded Electronic Technician Program".

Almost two years in the development process, this program is a major effort on the part of Raytheon to help win back for the radio service industry the good will and public confidence which has suffered greatly from adverse publicity, caused by unethical servicemen, appearing in magazines and newspapers.

Examples of this publicity, which has recently increased in volume, are the well-known Reader's Digest article which appeared in August 1941, entitled "The Radio Repair Man Will Gyp You If You Don't Watch Out", and an article published in many New York newspapers a fewmonths ago expressing the belief of a New York City magistrate that all radio repair men should be "licensed and fingerprinted" to protect the public from fraud and other violations of ordinary business ethics.

Such articles, according to Mr. Akeroyd, have tended to turn public opinion against the radio service industry, seriously handicapping the honest, ethical service dealers for the post-war period. The Raytheon program, Mr. Akeroyd further stated, is the first program of its kind designed to "improve the lot" of the radio service dealer by making him a respected and trusted member of his community.

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## PHILCO SEEKS TO PRODUCE 4,000,000 SETS IN 1946

Plans to produce 4,000,000 radio receivers next year, nearly twice as many as its production in the last peacetime year and an output never approached by any other company in the history of the radio industry, were announced yesterday by John Ballantyne, President of Philco Corporation, at a preview of the complete new 1946 line of Philco products in New York. Shown to more than 1,000 dealers in the metropolitan area were forty-three radio receivers and radio-phonographs, twelve refrigerators, four home freezers and four air-conditioners.

OPA approval of prices on the radio sets is pending. It was indicated that deliveries of some radios, refrigerators and air-conditioning units will be made in time for Christmas.

Philco, Mr. Ballantyne said, is spending $7,000,000 on its reconversion program and to design and tool up for completely new lines. A large plant to cost upward of $1,000,000 for the construction of radio-phonographs is now under construction in Philadelphia.

Featuring the radio line were an advanced FM circuit, the first FM detector for commercial radio, a portable using the war-developed miniature tubes and new ideas in styling. An automatic record player was introduced that was said to make the single record manual radio-phonograph obsolete. Also shown was a new dynamic reproducer, heretofore used only in broadcasting studios for the highest tone fidelity.

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NAZI, JAP DICTATORS LICKED, URGES WE NOW GO AFTER PETRILLO

Joesph E. Maddy, President of the National Music Camp, of Interlochen, Michigan, is making a country-wide appeal for constituents to stir up their Congressmen regarding the bill now pending which would curb the power of Petrillo. President Maddy advises, however, that the National Music Camp operated as usual the past Summer, with capacity attendance, but with a nonunion faculty, and with local broadcasts.

Offering to send a pamphlet "Young America Fights for Constitutional Rights", which gives the children's side of the issue, Mr. Maddy writes:

"Petrillo's 'war on the school children of America' has aroused the indignation of all freedom-loving American citizens but only Congressional action can put an end to despotic rule by unscrupulous racketeers - in a country dedicated to individual freedom and liberty.

"Now that the dictators of Germany and Japan have been vanquished, it is high time that we concentrate on those within our own country. Petrillo's domination of the radio waves is now in its fourth year, while the Vandenberg-Dondero Bill (H.R. 1648) reposes in the files of the House Committee on Interstate and Foreign Commerce - having passed the Senate unanimously last January.

"I will appreciate a copy of your letter to your Congressman."

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Bob Emery, WOR television producer, was elected President of the Television Producers' Association at a meeting last week at the Hotel Pennsylvania.

Other new officers elected were William Wallace, Vice-President, technician at DuMont Studios; Bob Anthony, Secretary, WHN Program Director; Clarence Van Aucken, Treasurer, Bio agency executive.

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## SCISSORS AND PASTE

### Porter Wanted to Keep Public In Dark About Zenith Tests
(Jack Gould in "New York Times")

Maj. Edwin H. Armstrong, inventor of FM, in one of his rare public statements, said that there never had been any argument about the comparative efficiency of the two bands over a distance of twenty miles. He challenged the FCC to report on its tests between New York City and Andalusia, Pa., also a distance of seventy-five miles, which, he said, would substantiate the Zenith findings. To that one the FCC had not yet answered.

In fact, Paul A. Porter, FCC Chairman, said that he felt the public should not have been told of the Zenith controversy because of its complicated nature. He added that he considered the case "closed", noting that he would not indulge in protracted verbal dueling with the Major. No matter how much the Commission may have wished to suppress the Zenith findings, however, the fact remains there is no agreement among engineers that the new medium is starting on the soundest technical footing.

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### Politics Seen in Giving Farmers the Worst of It in FM
(A letter from "A Radio Fan" to the "Voice of the People" in the "Chicago Tribune")

"Here's the real lowdown on why the Federal Communications Commission has moved FM radio from the 50 megacycle band, where it has given the best radio service in history for the past five years, to the 100 megacycle band:

"On the new high frequency band, the range of FM is so limited that only large cities will receive good service. The rural areas will receive little or no FM. Despite these handicaps, there will be numerous FM stations on the air in cities only by the time the next elections roll around.

"City population in the United States is largely Democratic; rural population is largely Republican. This stifling of FM service for rural audiences will enable administration speakers to exhort their followers in large cities to get out and vote, but their campaigning will create scarcely a ripple among the rural Republican audience."

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### Has Fly Flown From Muzak?
(Danton Walker in "Washington Times-Herald")

James L. Fly, ex-Chairman of the Federal Communications Commission, has split with Muzak Corporation.

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## Radio Ad-Screen Tried Out on Broadway
("Variety")

An organization designed to feed radio newscasts in small doses to film houses has been set up with experiments quietly going on in a number of New York neighborhood theatres and at least one Broadway house to get audience reactions. Called Telecast, Inc., among those affiliated with it are Lou Dahlman, formerly producer of ABC's (Blue) "Swingshift Frolics", and M. L. Singer.

For some time now, Telecast has been broadcasting news features to the Rivoli theatre, on Broadway, before and after the main film features. Audiences look at a blank screen while the announcer spiels off the newsbits, which take approximately three minutes. Before and after each news show, a 15-second commercial is aired.

Still in the nebulous stage, plans are to have the commercials screened in either still or animated fashion during the newscast. However, should the producers decide to project animated commercials, theatre managers feel the idea of the newscasts will defeat its purpose, since people will devote more attention to the screen than they will to the announcer's news, thus distracting from the original intent.

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## Protests Against Churches Time Sale Rule

(The following letter was sent to the editors of the Washington newspapers by Lieut. Col. Walter O. Ulrey of the Volunteers of America, Inc.:

"One wonders what is happening in radio these days when the liquor and the tobacco industry and every other industry in America can buy all the time on the air they can pay for and yet time is being denied the churches and religious programs on one pretext or another.

"Is this the policy laid down by the individual radio stations, the National Association of Broadcasters of the Federal Communications Commission? If such is the case it is high time that the people in America realize the seriousness of the situation and do something about such wanton discrimination in the most important channel of reaching the masses yet known.

"Discrimination against religious broadcasting in America must and shall cease or some day in the very near future some mighty important radio people are going to find themselves mandated by the highest courts to show cause why this situation has obtained and just who is causing boycott.

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## Hard Even to Get Tickets for Army-Navy Televised Game
("Variety")

Getting two on the NBC television 50-yard line for the Army-Navy game December 1st was almost as tough as for the real thing in Philadelphia. NBC's video space was booked in advance, almost on a par with the try to get tickets for the actual grid match, and NBC has a problem now to accommodate some of the last-minute brasshat requests.

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## TRADE NOTES

For the first time in the sixty year history of New York's famed Metropolitan Opera, the opening night's performance this year will be broadcast. The program, to be presented November 26, from 8 P.M., EST, until closing, over the coast-to-coast network of the American Broadcasting Company, also will mark the first time a complete Opera has been broadcast over a network during evening hours. The opera is to be "Lohengrin".

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There is an article, "Microwaves" on page 93 of the Nov. 19 issue of Life.

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Dr. James Rowland Angell, public service counselor of the National Broadcasting Company, and President Emeritus of Yale University, will present the Elizabeth S. Prentiss national award in health education to Dr. C. E. A. Winslow of Yale University on a special broadcast Tuesday, Nov. 27 (NBC, except WEAF, 1:30-1:45 P.M., EST.) This program, which will mark the fifth anniversary of the Cleveland Health Museum, will emanate from NBC studios in New York and Cleveland.

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George E. Allen, friend of President Truman and President Roosevelt, may succeed Basil O'Connor as head of the American Red Cross if current reports are correct. Mr. Allen, a Director of the Federal Telephone and Radio Corporation and AVCO, which bought the Crosley Radio Corp.,recently prepared a program for liquidating war emergency agencies. Later he was elected President of the Franklin D. Roosevelt Memorial Foundation in Washington which expects to raise several million dollars for a "School of Human Relations" to carry out the ideals of the late President.

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Formerly Sales Manager of E. H. Scott Radio Laboratories, Inc., C. H. Pfenniger has been made Vice-President in Charge of Sales for Muzak. Mr. Pfenniger served in the war with the Marines.

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Morris Novik, Director of New York City's municipal station WNYC, submitting his resignation along with other members of Mayor LaGuardia's cabinet, ahead of the inauguration of Mayor O'Dwyer was praised by LaGuardia, who said:

"There is a fine official who has established New York City's radio station as one of the best in the city and whose war work has been so invaluable and for which the city has been thanked and praised by the Army and the Navy and all agencies of government."

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Edmund S. Winlund, who has been with the company for six years, has been appointed RCA Victor Industrial Electronics Engineer for the Pacific Region, with headquarters in Los Angeles, California. His work will include assistance to West Coast industries on application engineering.

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The contents of Radio Age, published by the Department of Information of the Radio Corporation of America, October issue, include "Science in Democracy" - An address by Brigadier General David Sarnoff before the American Academy of Political and Social Science; The Story of the Secret "V-T" Fuse; The Story of Radar by Dr. Irving Wolff; Western Union to Use RCA Relay - Automatic Microwave Radio System Developed by RCA Engineers; New RCA Image Orthicon Demonstrated - Supersentsitive Electronic "Eye" Shown for First Time; Radio Sets in Production, by Frank M. Folsom of RCA Victor; Splitting Light Beams by R. H. Heacock; Unbreakable Records - Flexible Phonograph Disc is Result of Long Research; Calculates Antenna Design - Instrument Eliminates Tedious Computations; New Circuit Lowers Cost of FM Radios - Accomplishes Desired Result with Fewer Tubes; Auditions for Servicemen - Nearly 2,000 Applicants Demonstrate their Talents; Electrons Make Patterns by Dr. James Hillier; New Television Antenna - Radiator is to be Used in Tests of 288-Megacycle Transmitter.

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The Farm Director of Station WNAX, Cowles' station at Yankton, South Dakota - George B. German - is richer by one dollar and a fine pumpkin pie. It's all because of his visit to the Emerson, Nebraska, Tri-County Corn and Garden Show last week. It seems that Dixon County Agent Howard Gillaspie brought some pumpkins and squash to the show - to give to George B. When George arrived, he put the pumpkins and squash on a table, with George B.'s name on them. It turned out that the table he picked was a display table - and one of the pumpkins won a prize for the best small pie pumpkin.

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The Board of Directors of Philco Corporation last week declared a dividend of twenty cents (20¢) per share of common stock payable December 12th to stockholders of record November 28, 1945.

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Oden F. Jester has been named General Sales Manager of the Radio and Phonograph Division of Maguire Industries, Inc. Under Mr. Jester will be sales of the Meissner radio-phonograph and all other products to be made by the company's Meissner Manufacturing Division at Mt. Carmel, Ill., record changers and similar products of the Maguire plant in Bridgeport, Conn., all products of the Thordarson Electric Manufacturing Division in Chicago and of the Radiart Corp., Maguire subsidiary in Cleveland, Ohio.

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The most elaborate coverage ever accorded a television field pickup will be given when the National Broadcasting Company's television station WNBT brings viewers the Army-Navy football classic on Saturday, December 1st, from Philadelphia's Municipal Stadium.

For the firsttime, three cameras will be in operation, including the newly-revealed supersensitive Image Orthicon. In addition, the longest lens ever used in a television broadcast will be mounted on one of NBC's regular orthicon cameras.

The game will be brought to New Yorkers over the Bell System coaxial cable in a preview of long distance television service by cable. Special telephone lines will link the NBC camera installation at the stadium with the coaxial cable in Philadelphia, and in New York with NBC's transmitter at the Empire State Building.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1707

November 28, 1945

TV NO PIPEDREAM, SAYS BBC HEAD; HAD 20-25000 PREWAR SETS

According to W. J. Haley, Director-General of the British Broadcasting Corporation, there are some people who call themselves realists (when they are merely being short-sighted) who believe that television is a pipedream.

"But we firmly believe that television is only in its toddling steps", Mr. Haley declared in a broadcast from London by the BBC's North American Service.

"One day it will stride out, not only across countries and States, but also, we hope, across oceans. After the things which the radio scientists have achieved in the past six years, who dares to say that anything is ultimately impossible?"

So far as known here, Mr. Haley revealed for the first time the actual number of television sets the British had in use prior to the outbreak of hostilities.

"As you know, we had a public television service in operation here in London before the war. We thought it a pretty good service, and were proud of it. In all, there were about 20,000 to 25,000 receivers; that meant probably well over 100,000 viewers."

The 20,000 to 25,000 figure was somewhat higher than attributed to Col. Sir Ian Fraser of the BBC when he was in the United States sometime ago. When someone asked how many television sets had been sold in England in the four years of their operation before the war, he was quoted as replying: "I regret to say - under 15,000."

In addition to Alexandra Palace, the BBC has just announced that six other television stations will be opened in the provinces and all will send out the same program. At this stage no method of increasing the 40 mile radius from any station has been found, but it is estimated that when the seven stations are in operation, 75 percent of the population of the country will be able to see the programs. It is reported that negotiations are shortly to be opened to explore the possibilities of motion picture theatres showing televised scenes of important national events.

Excerpts of Mr. Haley's broadcasts follow:

"First and foremost, our transmitting apparatus at Alexandra Palace is undamaged. Through the war years it was used for war purposes. We have got to do a certain amount of reconversion on it. But it came through all enemy action unharmed. We hope in a very few weeks to be making our first test transmissions from it

once more. We will follow these up before the end of the year by transmissions for the benefit of the radio industry. Upon the satisfactory nature of these tests, and upon the speed with which we can get our technicians, our programme staffs, and our other television experts back from the Services, will depend the date in 1946 when we can start our service again.

"We shall start it in London, but there is an obligation upon us to extend it step by step to the remainder of England, Scotland, and Wales as fast as the various circumstances allow. If at some stage in our geographical progress we discover that a new and perfected system has become a practical proposition, then we will run the two systems in parallel, side by side. The owners of sets capable of receiving the present system will be given a guarantee of so many years' service.

"But with either the existing or a still-to-be-discovered system the steady geographical march of television will go on. Here, again, we will depend on the flow of men and materials and the priorities that can be established for the necessary labor. But the BBC today looks forward with zest to a period of active television endeavor. We are going to start where we left off. But we are not going to stay there.

"The day when it is possible for peoples not merely to listen to other peoples but also to look in on them will see one of the greatest steps forward in international understanding. Think of the effect it will have when here in England the daily American scene with its high lights, its fascinations, and its excitements, and, above all, its more serious occasions, becomes a spectacle capable of being seen in the ordinary British home.

"The exchange of programmes in sound radio has helped powerfully towards a greater and closer understanding of each other's way of thinking and way of life. Add vision to sound, make the picture complete, get the nations exchanging their daily scenes, and after that the world will never be quite the same place again. My own firm belief is that thereafter it will be a better place. We know what we have learned in the way of understanding from having three million American soldiers living side by side with us.

"It is only thirty-six years ago that the first aeroplane flew the English Channel. We do not believe it will be that many years before television makes the same hop. And while the Atlantic seems a much wider proposition -- well, probably the first aeroplane pioneers felt the same way about it."

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The first popular-priced home radio received was said by Westinghouse to have been put on the market by that company in June 1921. It was the six-by-six-by-seven inch Aeriola, Jr., a crystal set with a range of 12 to 15 miles. It sold for $25.00.

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BELIEVED ANTI-PETRILLO BILL "HASN'T CHANCE IN MILLION"

It is the belief in well-informed circles that the bill recently introduced by Rep. Clarence F. Lea (D), of California, which would make certain demands on broadcasters by James C. Petrillo, President of the American Federation of Labor, a felony, "hasn't one chance in a million".

The reason given was that members of Congress were always thinking in terms of re-election and that while many of them "hated Petrillo's guts" (as indeed many among the labor rank and file seem to), they would not vote for the Lea, or any other anti-labor bill, for fear that it might react on them in their re-election. They'd "sock Petrillo in a minute" but with the American Federation of Labor behind him, members of Congress would watch their step, it was explained. In other words, labor is still in the saddle in Congress as it apparently is elsewhere.

Representative Lea, Chairman of the House Interstate and Foreign Commerce Committee, said his bill proposed the addition of three new sections to the penal provisions of the Federal Communications Act. These provisions would penalize certain coercive practices which compel the hiring of a greater number of employees than wanted by a broadcaster or the exaction of a tribute against the broadcaster for the use of certain materials, including transcriptions or chemical or electrical reproductions, and the use of such coercive methods to prevent non-compensated members from participating in a non-commercial educational or cultural program.

"These demands by Petrillo in behalf of the Association of Musicians are not within the legitimate rights of any organization", Representative Lea declared. "Carrying as they do threats of reprisals if not complied with, they are on the moral level of rackets and extortion. A self respecting government cannot afford to permit such practices to prevail. The objective of this legislation is to prevent them.

"Compliance of these demands for tribute without the performance of services has cost the broadcasters millions of dollars in the last few years. A demand is now pending which requires that where a station simultaneously broadcasts musical programs through two outlets it shall employ two sets of musicians for such simultaneous broadcast. In such cases the extra set of musicians would perform no useful service whatever to the broadcasting station."

The Lea Anti-Petrillo Bill (HR-4737) is now in the House Interstate and Foreign Commerce Committee. Even if acted upon favorably there, it seems very doubtful if the House itself will pass it.

Stating that there was one angle which had not been brought out in the Petrillo FM controversey, an official said:

"That is that 99-9/10% of all the FM sets that were built were combination FM and AM. There are practically no strictly FM sets, except a handful that GE built and they didn't sell. In other words, FM does not give a service to an additional audience because the audience that owns the AM set can only listen to AM or FM at one time. It isn't as though FM had an entirely separate audience."

With regard to FM stations closing down to get ready for the new frequencies or to make repairs, our informant continued:

"I understand that the Petrillo ruling is the true cause of this but so as not to lose their place in the air and their wave lengths these companies are saying that they have shut down for alterations for the new frequencies. That, of course, is just an alibi to hold their frequencies because they could make the alterations and change to the new frequencies and be off the air only two or three days. In view of the fact that new tubes are not ready for the new frequencies and will not be for the next six months, that means that these stations, if they persist in the same alibi of alterations, will be off the air at least six months.

"It is a dangerous blow to FM but it is exactly what the chains wanted to accomplish. I am afraid that the chains have Petrillo playing into their hands and Petrillo is not on very sound ground in this case because it is not a double service in the sense that it widens the audience as everybody that owns an FM also has AM in the same receiver. It is only a question of whether they listen to their AM or FM band for better service. If there were thousands of FM sets on the market that did not have the AM band Petrillo would be on much more firm ground but such is not the case. There was only a handful of FM sets that have ever been sold."

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PAUL ELLISON, SYLVANIA, IS NATIONAL ADVERTISERS' CHAIRMAN

Paul S. Ellison, Director of Advertising and Sales Promotion of Sylvania Electric Products, Inc., was elected Chairman of the Board of the Association of National Advertisers at their annual meeting in New York last week. Mr. Ellison succeeded Charles C. Carr, Director of Public Relations of the Aluminum Company of America.

Another important action taken at the meeting was a vote to establish a Radio Council to keep members advised of developments in radio, to study Government regulations, network policies, and to assist members with their radio problems.

The Radio Council, which will operate under the guidance of the Executive Committee of ANA, will serve as an industry guide to problems heretofore handled individually by advertisers. It will be headed, the ANA stated, by "a competent radio specialist", who, according to D. B. Stetler, of Standard Brands, Chairman of the ANA Radio Committee, has not yet been chosen but will be the best man the ANA can secure.

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## WARNER WITH RECORDER KILLS OLD STALL, "I WAS MISQUOTED"

Col. Albert L. Warner, head of the WOL-Cowles Washington Radio News Bureau, by using wire recorders to cover all spot news, is dealing a death blow to Capitol Hill's most famous alibi, "I was misquoted." If a Representative or Senator's foot slips in debate, he can get it corrected, changed or even deleted in the Congressional Record, but there isn't much he can do about his recorded remarks which, of course, are afterwards broadcast.

On the occasion of Prime Minister Clement Atlee's address before a joint meeting of Congress, Colonel Warner took the wire recorder to the House Radio Gallery and immediately following the Prime Minister's speech, sought reactions from Congressional leaders. Appearing with him were Senators Warren R. Austin of Vermont; Lister Hill of Alabama; and Alexander Wiley of Wisconsin; Congresswoman Edith Nourse Rogers of Massachusetts; Representatives James Wadsworth of New York; and Thomas F. Gordon of Illinois. Their comments were played back on the evening edition of General Electric's "Voice of Washington". Thus listeners for the first time in a newscast heard the actual voiced reactions of their leaders.

Another use for the recorder has been found almost daily on "District Assignment". This is another show Warner has created for WOL audiences and is heard at 5 o'clock daily under the direction of Lou Brott. Mr. Brott's definite assignment from the WOL News Bureau is complete coverage of all District affairs. Because of the unique situation of District dwellers' problems, like suffrage, increased wages for Government employees, trolley strikes, etc., these matters are all of first importance. Mr. Brott takes a wire recorder to District Committee hearings, to trolley strike meetings, for the sole purpose of getting on-the-spot statements from civic leaders.

Typical sample arose when the District of Columbia was threatened with milk famine, with milk rationing imminent. Mr. Brott immediately contacted John F. Gismond, Milk Director for the OPA and J. B. Derrick, President of the Maryland-Virginia Milk Producers' Association, and with the wire recorder waiting in the OPA offices was able to record first, authentic information Washington audiences had concerning reasons behind threatened shortage.

Colonel Warner is convinced that wire recorders, with their ability to cover any news events with amazing rapidity offered radio news editors a completely new field for news presentations.

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## ATLAS CORP. MAY INJECT NEW LIFE INTO VERSLUIS NETWORK

It remains to be seen whether Floyd Odlum, President of the Atlas Corporation, will enter radio via the Associated Broadcasting Corporation of Grand Rapids, Mich., a network which made its debut a few months ago. Mr. Odlum has loaned Leonard Versluis $150,000 with an option later to apply that sum and other cash to the purchase of a substantial majority of its shares.

Upon completion of an analysis and appraisal of the broadcasting chain's prospects, Atlass will decide whether there will be an opportunity to operate it as a fifth nationwide network, Mr. Odlum said.

Founded in December, 1943, the network made up of independent stations which had no chain affiliation, has been expanding steadily, and now has twenty-two units in its chain, including WMCA in New York City. Among other principal cities served are San Francisco, Los Angeles, Seattle, Chicago, Minneapolis, Detroit, Pittsburgh, St. Louis and Washington, D. C.

In the beginning a prominent station owner observed Associated Broadcasting had about as little a chance to succeed as any network he had seen start. However, if the Atlas Corporation backs it or takes over, the fifth national network may assume a new importance.

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## DuMONT APPROVES NEW FCC TV SETUP

Dr. Allen B. DuMont, President of Allen B. DuMont Laboratories, was one of the first to be heard from in connection with the Federal Communications Commission's change of television channel allocations. He said:

"The Federal Communications Commission has handled a difficult problem with courage and intelligence in its announcement of television channel allocations to 140 principal communities. This is the first of several important steps which will soon speed television's development as a full-blown industry.

"We can now proceed with the manufacture of television receivers as soon as suppliers of components are released from the uneconomic restrictions imposed on them by the Office of Price Administration and components are thus made available. Our factory will begin filling back orders for television transmitters as soon as the broadcasters who have requested transmitters are assigned channels by the FCC. We are confident that the Commission will begin assigning channels to applicants within a few weeks.

"Shortly after the first of the year, our organization expects to have the new television studios of WABD in the main John Wanamaker New York store completed and to link this station with our new Washington, D. C., outlet atop the Hotel Harrington. We are already conducting experimental broadcasts from our Washington station."

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ROUGH GOING SEEN FOR COMMENTATORS' GAG LEGISLATION

Although there will be a tremendous amount of talk by a noisy Congressional minority (you could almost count them on the fingers of your right hand just as in the same way you could nearly count the few commentators at which the legislation is aimed), the general opinion is that the bill introduced by Representative John S. Wood (D), of Georgia, will have slight chance of enactment in its present form either by the House or Senate, or if by any miracle it did pass, President Truman would never sign it.

The reason is, of course, that it would be the most forward step this country has ever taken in the direction of censorship. And that is exactly the objection voiced against the bill by one of the first persons in the country to oppose it - CIO President Philip Murray, who said:

"The CIO * * * is unalterably opposed to attempts to censor or gag radio broadcasts", Mr. Murray declared in a letter to Chairman Lea of the House Interstate Commerce Committee, to which the measure has been referred.

Commenting upon the bill, Jack Gould, Radio Editor of the New York Times, said:

"For reasons by no means adequately explained, the House Committee on Un-American Activities has decided to concern itself with radio commentators. * * *

"Quite properly, the radio industry has taken umbrage at this course of events. Indeed, it would be difficult to imagine how the reconstituted committee could have started off less auspiciously or afforded its critics more legitimate reason for viewing its aims with a skeptical eye. * * *

"In the last analysis, what an individual or a Congressional Committee thinks of a commentator can only be a matter of opinion or taste. The true danger lies in the effort, no matter how plausibly presented, which might result in jeopardizing a commentator's freedom of expression. The commentator who proves most disturbing to the committee may very well be the commentator whom the committee should be most interested in protecting and not in threatening by use of innuendo in publicity handouts. The prospect of a Federal agency winning power to crack down on a commentator is far more to be feared than anything the commentator might say."

The Wood anti-commentators bill would compel radio stations to:

1. "Clearly separate and distinguish programs consisting of news items" from those involving the commentator's personal opinion "or propaganda".

2. Identify by full and proper announcements every person engaged "in broadcasting opinions and propaganda"; maintain "for public inspection" a statement setting forth the name, place of birth, nationality and political affiliation of its news commentators.

3. File with the Federal Communications Commission a set of rules to govern "opinionated" broadcasts.

4. Maintain in every State within a radius of 500 miles of the station a legal agent against whom action can be brought in local courts by any person who feels he has been injured by a broadcast. Under present law, a broadcaster may be sued only in the Federal district in which the program originated.

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## PHILCO SHOWS $1,846,965 PROFIT IN YEAR'S FIRST 9 MONTHS

Net income of Philco Corporation in the first nine months of 1945 totaled $1,846,965 or $1.35 per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts. These earnings compare with $2,898,425 or $2.11 per share in the first nine months of last year.

In the third quarter of 1945, net income amounted to $202,342 or 15 cents per share, as compared to $990,714 or 72 cents per share in the corresponding period last year.

"Sales in the third quarter were 45% below those of the second quarter, due to the large-scale cancellation of war production contracts following V-J Day", John Ballantyne, President of Philco, said. "Resumption of civilian production has been somewhat slower than anticipated, largely as a result of delays in obtaining deliveries from suppliers and sub-contractors. Present indications are that the third quarter marked the low point in our reconversion program, and production of civilian radio receivers and refrigerators is now increasing at an encouraging rate."

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## MARK WOODS ELECTED TO CAB BOARD OF GOVERNORS

Mark Woods, President of the American Broadcasting Company, has been elected a member of the Board of Governors of the Cooperative Analysis of Broadcasting, Inc.

One of radio's youngest top executives, 44-year old Mark Woods is at the same time one of radio's pioneers, having been engaged in the broadcasting business nearly half his lifetime, and brings to CAB a comprehensive radio background.

CAB was founded in 1929 and is directed by a tripartite Board of Governors which represents the advertiser, the advertising agency and the medium of radio.

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## MAGUIRE TURNED OUT $3,500,000 RADAR JAMMING DEVICES

Maguire Industries, Inc., company officials disclosed, produced, among many other items, some $3,500,000 worth of the hitherto secret radar-jamming devices revealed in Washington by the Army, Navy and Office of Scientific Research and Development.

Probably the most dramatic job was a Navy order for fifty big radar-jamming transmitters. Because of the Company's record of performance on other contracts, it was given to Maguire in December 1943, by the Bureau of Ships. Five Navy officers were assigned to expedite it. Work went forward day and night with Navy Officers joining the office workers on the night assembly lines. The fifty transmitters were completed ahead of schedule and on "D" day in June 1944, facilitated the invasion of Europe by effectively blacking out the German radar stations on the French coast.

These transmitters were completed at the Maguire Plant in Greenwich, Conn., where a wide-band airborne panorama receiver, designed for the detection of high-frequency activity over a greater range than was previously possible, also was produced. At the Bridgeport Plant, large quantities of Butterfly type variable condensers and test equipment for high-frequency apparatus were produced.

Wavemeters for the microwave used in radar and other devices were also designed and produced.

"Experience of our engineers with the high-frequency counter-measure equipment", says Russell Maguire, President, "is now proving of great value in our peacetime radio production. Some of our railroad radio equipment, for instance, operates in the same frequency range as the early radar."

Under the countermeasures development program of District 15 of the National Defense Research Committee, which is part of the Office of Scientific Research and Development, the Maguire Plant filled contracts for the Radio Research Laboratories at Harvard, the NDRC, Radiation Laboratory at Massachusetts Institute of Technology, the Army and the Navy and also important sub-contracts for other companies.

Vice President Raymond Koontz of the Maguire Industries, Inc., with the organization since 1936, has been named General Manager of all the company's operating divisions.

In his new capacity, Mr. Koontz will supervise all manufacturing operations of the company and its subsidiaries, Columbia Machine Works, Inc., of Brooklyn, and the Radiart Corp. of Cleveland. Other major operations of the company are at Chicago and Mt. Carmel, Ill., Bridgeport, Greenwich and Stamford, Conn.

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## WHY NOT USE BOTH OLD AND NEW FM BANDS, JANSKY ASKS

Emphasizing the fact that though it was believed there were enough FM frequencies for all comers, actually a great shortage is in sight, C. M. Jansky, Jr., of Washington, noted radio engineer, has suggested that both the old and the newly created FM bands be used. "Most sets will have both bands anyway", Dr. Jansky declared. He also made a strong plea to take space for FM from the television band.

Explaining the FM situation at the annual meeting of the Inland Daily Press Association at Chicago, Dr. Jansky said, in part:

"Unfortunately, the great demand is not for FM stations scattered across the country. This is because the population of the United States is not uniformly distributed."

"Even a cursory examination of the new FM allocation structure in the light of the more than 500 applications for new FM stations shows that not enough FM channels have been assigned to meet the demand, at least in the East. Indications are that a similar situation will soon exist in other parts of the country. An AP dispatch in the New York Times for October 13, 1945, carried the following statement:

> "'Paul Porter, FCC Chairman, believes 2,000 to 3,000 FM stations will be built within a few years * * * *
>
> "'When FM first came in radio circles felt there would be stations enough for everybody. In laying out the system, however, it was discovered that FM would face a shortage of channels just as AM does.
>
> "'In some areas the struggle for channels will be intense.'

"The entire radio spectrum is crowded. If FM is to have more space then some other service must have less. If the creation of a freely competitive broadcast industry by the expansion of the FM band is of prime public importance, then from what service must space be taken? The answer is television."

"I have no intention of disparaging television which may well have a great future as a broadcasting medium when the many and complex economic and engineering problems involved in establishing this industry have been completely solved. Much time, effort and money has been expended in television development in recent years. However, the necessity of expanding the FM band if we are to have enough channels requires turning the spotlight upon the obstacles to this expansion that their true nature may be evaluated. * * * *

"With adequate space assigned to it the future of FM is not a matter of speculation. It is a certainty.

"With respect to television, opinion is sharply divided. The art of television is technically far more complicated than that of sound broadcasting. The cost of transmitters and receivers is far greater. The cost of producing high quality programs as indicated by testimony before the FCC reaches almost fantastic proportions. Some prominent in the industry, while expressing firm belief in television's future, nevertheless insist that it can never be developed into a worth-while service in the frequency bands now assigned it. Only recently, Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, one of the nations two largest radio networks, expressed this view in his testimony before the FCC on the proposed FCC television rules and regulations. He stated.

> "'I would not be sincere if I did not add that any testimony I have offered on the proposed requirements in the lower frequencies has been presented with the troubled conviction that it is, or soon will be, irrelevant -- as though, at this hearing, we were all speaking the lines and rehearsing the parts for a play that will never really open, or will close down almost as soon as it opens.
>
> "'I have in mind, of course, the future use of the higher television frequencies -- which will ring the curtain down abruptly on the stage we are setting here. * * * * I can't avoid the feeling that a combination of events and circumstances are playing a curious trick upon us all -- that they are making us plan here and now for a future that is, at this moment, largely of the past -- that they are making us lay the foundation for a structure that should never be built.'

"In conclusion, briefly this is the situation which confronts us. To be truly free the opportunity to secure a broadcasting station license must, within reason, be open to all. This requirement can only be met by the assignment of more channels to FM. As a practical matter, if more channels are assigned FM they must be taken from the space at present assigned to television. Determination of the proper division of this portion of the radio spectrum between FM and television is a matter of broad public policy. Therefore, in the final analysis it is the public acting through its properly constituted government agency, the Federal Communications Commission, which must determine whether or not through the medium of FM the opportunity is created to develop a broadcasting medium which can be as free of restriction and regulation as are the speakers' platform and the American press today.

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Reprints are now available of "Television Is Ready To Go", a statement made before the Federal Communications Commission October 11th by Niles Trammell, President of the National Broadcasting Company.

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## ARMY-NAVY GAME MAY BE "KICK-OFF" OF LONG DISTANCE TELE

The first use of coaxial cable for transmission of television programs from Washington, D. C. to New York City is scheduled to begin early in January, with New York's three television stations operated by the National Broadcasting Company, Allen B. DuMont Laboratories, Inc., and the Columbia Broadcasting System sharing its use twice weekly, it was announced by the American Telephone & Telegraph Company. A portion of the circuit, linking New York and Philadelphia is now available, and will be used by NBC when it telecasts the Army and Navy football game from the Philadelphia Municipal Stadium next Saturday, December 1st.

Describing the Army-Navy game transmission as "a preview of long distance television by cable", Keith S. McHugh, Vice-President of A. T. & T. said the experiment was the forerunner of regularly scheduled intercity television which will begin early in January over the coaxial circuit between Washington and New York.

Cooperating with A. T. & T. in arranging plans for use of the Washington circuit are John F. Royal, Vice President in Charge of Television at NBC; Leonard F. Cramer, Executive Vice-President of DuMont, and Col. L. W. Lowman, Vice-President in Charge of Television at CBS. Others interested in television, including film producers and theatre operators, may also make use of the cable installation for intercity use, when they have their facilities available.

Television station WNBT in New York (NBC) will utilize three television cameras to pick up the Army-Navy game for the relay via cable from Philadelphia. Included will be the new RCA Image Orthicon, as well as the longest focal-length lens ever used for television - a 40-inch lens to be mounted on one of the regular orthicon cameras. Bausch & Lomb Optical Co. built a special bedplate and mounting for the lens. It has a 20-inch back focus and lens speed of f 5.6.

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## MARCH OF THE MEGACYCLES

As the new year opens, it is interesting to take stock of the continuous upping of radio frequencies, O. H. Caldwell, Editor of Electronic Industries, observes. In the early days, relatively long waves were thought best. But here is a rough outline of the advances toward uhf since the close of World War I:

| | |
|---|---|
| 1920 | 1000 kc = 1 mc |
| 1925 | 3000 kc = 3 mc |
| 1930 | 30,000 kc = 30 mc |
| 1935 | 300,000 kc = 300 mc |
| 1940 | $3 \times 10^6$ kc = 3000 mc |
| 1945 | $30 \times 10^6$ kc = 30,000 mc |
| 1950? | $300 \times 10$ kc = 300,000 mc |

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## TEN BATTLE-STAR HERO ESCAPING UNHURT RETURNS TO RADIO

Lieut. George Crossland and Claude Davies have been appointed Assistant Managers of the Capehart Sales Division, Farnsworth Television and Radio Corporation. Both had previously been with Farnsworth.

Lieutenant Crossland saw and participated in some of the Navy's major Pacific battles and is entitled to wear ten battle stars. His first assignment with the Navy was in the Bureau of Ordnance, Washington, D. C. He was on duty on the Cruiser U.S.S. BIRMINGHAM during some three years, a record for length of service on one ship. This ship first saw action during the invasion of Sicily, and after the completion of that campaign was transferred to the Pacific where she became a battle-scarred veteran, suffering three major damages. The first damage occurred off Bougainville, Solomon Islands, when the ship was hit by two torpedoes and a bomb in a night air attack. The second impairment was sustained while attempting to save the carrier U.S.S. PRINCETON, the latter blowing up in the midst of rescue operations. The third major casualty happened at Okinawa when a Japanese suicide plane carrying a 500 pound bomb hit the ship. These three disasters accounted for approximately 800 casualties, with one of the highest percentages of fatalities aboard any ship in the Navy.

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## PARTS MANUFACTURERS FIND WAY TO JACK UP OPA PRICES

Not being able to get around OPA ceilings any other way but determined to secure higher prices from radio set makers, radio set manufacturers are reported to have acquired a new technique. It is to make a slight change in a standard part or redesign it and then apply for a price on it as a "new model", describing it as something which the company has heretofore not made and thus secure authorization from the OPA to sell it at a much higher figure - maybe double the price of the original article.

OPA is alleged to be approving applications such as these of individual parts manufacturers but up to now refusing to give out the names of the applicants on the ground that the information is confidential and cannot be divulged. Set manufacturers are understood to be well aware of the situation and are now endeavoring to pry off the lid to see just what the higher priced "new models" are and who is making them.

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## SCISSORS AND PASTE

### "Note Kids' Interest In Television", Mark Woods Advises
("Billboard")

"As I see the future", states Mark Woods, President of the American Broadcasting Company, in "Billboard", "the story of radio will become the story of television. And television can't miss. I've seen it from its beginning."

He adds that "video will, in the next 25 years, grow into the greatest instrument for entertainment, education and intelligence the world has experienced.

"For effective evidence", he continues, "try watching the effect of television on youngsters. The kids come back time and again. They're interested in anything they see on the television screen...Those half pints are the audiences of the future."

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### Allen, Well Known to Radio, Called Truman's "Harry Hopkins"
(From "Truman's Troubles", by John Chamberlain in Life, Nov. 26)

People were going around muttering about the lack of "broad-gauge advisers". They seemed to resent one person in particular, an insurance executive named George E. Allen.

George Allen is a roly-poly fellow from Mississippi who knows how to tell a good story. During the 1944 campaign George Allen traveled on the Truman vice-presidential train as an "arranger" for the Democratic National Committee, of which he is now secretary. When Truman became President, Allen began to pop up in the White House. The story around Washington is that Allen is Truman's "Harry Hopkins", a fellow who stands ready to amuse the President or to do any odd jobs for him that may require an out-of-channel touch. Allen has just completed a report on the Liquidation of war agencies.

George Allen may be an able man, but the wolves who are out to eat Truman alive will not admit it. They argue that Allen's advice seldom stems from detailed thought on problems of government. When Truman makes a mistake in asking one man to the White House while ignoring another, the faux pas is rightly or wrongly attributed to Allen.

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### What? $10 Radios For F. W. Woolworth!
(Danton Walker in "Washington Times-Herald")

Frank Folsom, RCA-Victor executive denies that RCA Victor will merchandise a $10 radio through Woolworth's.

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## Sinclair Lewis Would Improve On Babbit's Radio Methods

(Sinclair Lewis discussing his new book "Cass Timberlane" with S. J. Wolf in the "New York Times"

"Neon lights and the radio have made Judge Timberlane's Grand Republic a gayer place. Barbershop quartets have gone out of business, and the best music in the world is performed in parlors and sitting rooms. Presidents, Prime Ministers, generals, Benny Goodman and Pee Wee Russel are visitors.

"Unfortunately, Babbit, who still lives in Zenith, had to get into the new industry. He saw a method of competing with the Fuller brush man and he's selling everything over the air. If he only did this in a businesslike way I would not get sore. But when he drags in Percy Bysshe Shelley as an incentive to buy a cake of soap or a can of beans it irritates me. Nor am I going to use a certain brand of tooth paste because a girl with a cracked voice sings a song telling me to. Perhaps I might if we had television."

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## Reconverting U.S. $250,000,000 Short-Wave System

("Variety")

America's $250,000,000 shortwave set-up, orphan of the radio industry grown to robust proportions during the war, may wind up as a separate Government agency attached directly to the President's executive office, and responsible solely to the Chief Executive rather than to the Department of State.

Although the inner track seems to be held by the State Dept., now in temporary control of the operations centered in the $250,000,000 worth of shortwave transmitters, a quiet but powerful move is under way to shift responsibility for those operations directly to the White House. The new agency would run only the shortwave phases of the work done during the war by the overseas branch of OWI and by the Office of Inter-American Affairs (OIAA).

The new presidential agency would continue leasing those short-wave transmitters owned by private corporations and used during the war by the two Government agencies. Furthermore, the radio industry itself would be represented in the management of the new agency.

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## Brooklyn Television "Ham" Builds His Own Set

(T. R. Kennedy, Jr. in "New York Times")

If one happens to pass a small radio repair store at Jamaica Avenue and 148th Street in Queens, one is apt to see a crowd peering in the window at a television receiver in operation. Occasionally a huge, bulky figure of a man appears from behind scenes in the shop, adjusts a knob on the receiver and hurries away - and therein lies this story of a unique individualist in the local world of video.

The man in the window is William Bundy Still, the 30-year-old electronically minded son of the great Negro composer, William Grant Still, who almost single-handedly is building his own television transmitter and already has won an experimental license, W2XJT, to enable him to offer New Yorkers the best in Queens video.

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## TRADE NOTES

Radio receivers and radio transmitters, along with many articles of supplies and food mounting to $1,750,000 worth of surplus were ground into the earth by bulldozers or burned by American Army men in New Guinea, a correspondent of the Melbourne Herald reported.

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Deems Taylor, President, and Gene Buck, past President of the American Society of Composers, Representative Sol Bloom, of New York, former Mayor Jimmie Walker and Eddie Cantor were among the honorary pall-bearers at the funeral of Gus Edwards, veteran song writer, in New York Monday.

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Twenty-two more companies were admitted to RMA membership by the Association's Board of Directors at its recent meeting in New York, bringing the total membership to a new high of 273 member companies.

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Galvin Mfg. Corp. of Chicago, makers of Motorola will increase its stated capital from $1,080,000 to $2,160,000 and split stock on a 2-for-1 basis.

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With 191 stations affiliated with its coast-to-coast network this year, one station less than at the close of 1944, in the aggregate, the American Broadcasting Company has materially improved its coverage and position on the radio receiver dial, a current press release states.

Irrespective of changes in station affiliates in the same marketing area during the past year, ABC has added seven new stations to the network while dropping affiliations with eight. In addition, in at least half of the ten markets in which changes of stations affiliated with the network have been made, ABC has bettered its coverage and improved its position on the dial of the consumer's radio set.

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ASCAP members are working on a memorial broadcast for Jerome Kern which is expected to be one of the finest programs of its kind ever given.

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When President Truman spoke in Central Park a short time ago, what was believed to be the largest amplifying system in history made his voice heard by 1,000,000 persons, according to police estimates. The audience was seated in Sheep's Meadow, opposite Sixty-fifth Street near West Drive but the amplifying system made the President's voice audible throughout the Park from Ninety-ninth to Seventh-second Streets, and from Fifth Avenue to Central Park West, Morris Novik, Director of Station WNYC, said.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF DECEMBER 5, 1945



No. 1708

December 5, 1945

OPA BLAMED FOR FALL-DOWN IN XMAS RADIO SET PRODUCTION

(Not to be Released until 2 P.M. EST, Thursday, December 6, 1945)

If you don't find that new radio receiver that you're expecting, in your stocking on Christmas morning, don't blame Santa Claus; he's had problems with the O.P.A.

That's the word brought by R. C. Cosgrove, President of the Radio Manufacturers' Association, to members of the Radio Executives' Club of New York at a luncheon meeting in New York Thursday (Dec. 6).

"Instead of the millions of radio sets which were promised by Christmas, we will be fortunate, indeed, if a few hundred thousand are actually manufactured before Christmas", asserted Mr. Cosgrove, who is also Vice-President and General Manager of the Manufacturing Division of The Crosley Corporation, Cincinnati, and Vice-President in Charge of Sales of The Aviation Corp. which controls Crosley.

"I know of one company that set up for the production of 40,000 radios in September; 60,000 in October, 80,000 in November; and 100,000 in December but this company will not get out more than 30,000 sets before Christmas.

"This company was all ready with designs, facilities, people - everything, in fact, except material. Material has not been available mainly because the O.P.A. would not approve prices to the manufacturers of radio components, which would permit them to recover their actual production costs. This has been deplorable and it is going to take some time to clear it up."

Mr. Cosgrove declared that months have elapsed without any price determination acceptable to many parts manufacturers and that, as a consequence, the radio industry has lost so far about three months of production.

"This inexcusable waste of time and money is deplorable because the O.P.A. is arriving, by slow stages, at what the parts manufacturers needed in the beginning", Mr. Cosgrove said. "As of today, a fairly satisfactory program has finally developed which could have developed more than three months ago had the O.P.A. made a determined effort to arrive at an equitable solution."

Radio set manufacturers, according to Mr. Cosgrove, are now facing a problem with O.P.A. somewhat similar to that experienced by the radio parts people, and are having difficulty in getting prices approved because component prices are changing almost daily as modifications are made in them by the O.P.A.

"It is almost impossible to get radio receiving sets properly priced and you are not going to be able to get radio sets when you should because the O.P.A. is pricing every single set and it is necessary to have a price tag, containing the approved OPA ceiling price on the set before it leaves the factory", Mr. Cosgrove said.

"In spite of these obstacles, we are going to get out radio sets but most of the early sets will be table models in small wood or plastic cabinets. It is almost impossible today to get console cabinets as the manufacturers who formerly made these cabinets are now making furniture, since furniture is a more attractive business than radio, due to price limitations established by OPA."

Some persons in the radio industry have expected, Mr. Cosgrove said, that radio receivers would be in free supply by the middle of 1946 but, because of delays caused by the OPA, this will not be true until the latter part of 1946, and then only if there are no additional delays.

Delays in obtaining console cabinets will mean that production of the new frequency modulation receivers will be delayed, as these come in the larger sets and console models, Mr. Cosgrove pointed out.

"Some manufacturers are aggressively pushing their television production and some television sets, in small volume, should be available about the middle of 1946", he said. "Public acceptance of these sets will depend largely upon the amount of television programming that will be available, and some companies are working vigorously along programming lines."

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## ASCAP JEROME KERN MEMORIAL TO BE BROADCAST

The American Society of Composers, Authors and Publishers (ASCAP) will pay tribute to the late Jerome Kern in a coast-to-coast memorial concert over the Columbia Broadcasting System on Sunday, December 9th, Deems Taylor, President of the Society, announced. Mr. Kern, who died on November 11th, was a charter member of the Society.

The program, presenting the familiar and beloved Kern melodies, will feature Bing Crosby, Nelson Eddy, Judy Garland, Hildegarde, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman.

The hour-long program, given in cooperation with the Electric Hour and the Prudential Family Hour, will be heard at the time that these programs are usually broadcast: 4:30 to 5:30 P.M., N.Y.T.

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JETT ENJOYS ARMY-NAVY GAME TELECAST; EVEN SAW NAVY GOAT

Federal Communications Commissioner E. K. Jett, who, finding himself unable to secure tickets for the Army-Navy Football Game at Philadelphia, made the trip from Washington to the RCA Laboratories at Princeton, N.J., to see the game by television last Saturday, said that he felt well repaid for the effort.

"I enjoyed the game thoroughly", Commissioner Jett replied when asked for his impressions in seeing the famous football classic in the first long distance transmission of television by coaxial cable since Pearl Harbor. "Princeton from where I looked at the contest is about 50 miles from New York City from which point the pictures were broadcast by radio after they had been relayed from Philadelphia to New York over the cable. I'll not go into technicalities but can say that from the standpoint of popular interest, nothing in the game was lacking.

"You could plainly see the numbers on the backs of the players and could follow the plays. You could also see the various side events, such as the cadets and midshipmen parading in the Stadium. And hear the bands playing, the cheers of the boys from West Point and Annapolis and, of course, the roar of the spectators. You could see the Army mule and even the Navy goat when they brought them in.

"The new Image Orthicon tube used at the Philadelphia Stadium for the first time made it possible to view the game with sufficient brightness at all times. Naturally it was darker in Philadelphia at the fourth quarter than at the first, but you couldn't tell the difference in the telecast. In fact, the only way you knew whether the sun was in, out or had gone down was by the shadows of the people. If there were shadows, the sun was out. If no shadows, no sun.

"I was in a position to judge the game by television with seeing it in person because last year I saw it at Baltimore by being present. This year by television and the latter did not suffer by comparison."

Seeing the contest from New York, a United Press reporter wrote:

"While 100,000 persons shivered in the icy, wind-swept Municipal Stadium at Philadelphia, I sat in a pastel-tinted studio on the eighth floor of Rockefeller Center and watched the Army-Navy game in luxury.

"It was better than being in the grandstand - and much warmer. The view was as good as you could have had from the 50-yard line. It was like watching a clear newsreel but without the jerky loss of continuity.

"Army and Navy both were a little too deceptive for the television cameraman at times, but there was an announcer to fill in the confusing places when the screen missed the ball carrier.

"The National Broadcasting Company transmitted the broadcast, with cameras both atop the stadium and on the field to give an over-all picture and a close-up of backfield and individuals in action. Almost 200 persons huddled around 10 receiving sets in the NBC studio here.

"The pictures were transmitted by coaxial cable from Philadelphia to New York for an estimated 3,000 set owners. The classic also was broadcast by the Philco station in Philadelphia and the General Electric station in Schenectady - probably the biggest audience for a single broadcast in the history of television.

"When it was all over, the television audience filed out easily onto Fifth Avenue. No jam, crowded highways - no pneumonia."

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LaGUARDIA PUTS ON BIGGEST RADIO ACT SIGNING WITH ABC

If Mayor LaGuardia is as good on the air as he was last Sunday in staging the signing of the juicy $50,000 to $100,000 a year contract with the American Broadcasting Company, he will have no difficulty finding a sponsor to sweeten up the ante. Although the newspapers got wind of it in advance, Mayor LaGuardia didn't crack the big story until his regular broadcast last week over WNYC, the Municipal Broadcasting Station, to the large local Sunday afternoon audience which he has built for himself.

On this great occasion he had as his guests at City Hall his two new bosses, Mark Woods, President of ABC, and Edward J. Noble, Chairman, but he didn't even allow that to cramp his style. And here at the radio party the newspapers got their first confirmation that Mayor LaGuardia was making the big jump as a regular radio news commentator. Mr. Woods said Mayor LaGuardia, whose 15 minute talks on Sunday night over WJZ net will be between those of Louella Parsons and Jimmy Fidler, would be on subjects of his own choosing and entirely free of censorship. Mr. Woods added:

"Mayor LaGuardia will be a great asset to American radio because of his long experience as a public servant and his vigorous, forthright personality. I feel sure that his forceful and freely expressed analysis and discussion of current national problems will prove to be one of the most interesting features we have ever presented and a real service to America."

Hailing radio's newest news commentator, the New York Times said:

"It was fairly certain that when Mayor LaGuardia retired from public office he would not hide his light under a bushel, or even under a hat. Now comes the announcement that with the new year he will shine forth as a radio star of the first magnitude. He is bound to have an eager audience, for it is already well established over the municipal station that he knows how to concoct a telling program of wisdom, spice and showmanship.

"It is equally certain the radio executives would not be offering him a reported $100,000 a year unless they were confident of his drawing power. His talks on the air have had a range few other commentators could span and his manner is unique. He is equally at home interpreting a speech by the President on our foreign policy, assailing loan sharks and "tinhorn" gamblers, or telling the housewife how to cook a turkey.* * * *

"Mayor LaGuardia will be following his former Police Commissioner, Lewis J. Valentine, into the commercial radio field but with his broadcasting technique already perfected. His rich store of experience, information and observation will enable him to broaden his programs for the national ear. He could not make them dull if he tried. We wish him every success with his new venture."

Mayor LaGuardia starts his regular series over the ABC coast-to-coast network on Sunday, January 6 at 9:30 P.M., EST.

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## SCOTT RADIO TO SPEND $350,000 IN ADVERTISING

Approximately $350,000 will be spent nationally in the forthcoming year by the Scott Radio Laboratories, Inc., of Chicago, to advertise postwar Scott radio models, it was announced by Walter S. Darr, President.

This figure includes local advertising placement in newspapers set up on a cooperative basis with regular Scott franchised dealers. The models are expected to be available to consumers some time in early February.

Nearly $130,000 will be spent for advertising in consumer media, such as, Time, National Geographic, House Beautiful, New Yorker, Fortune and the magazine section of the New York Times.

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Mayor Fiorello LaGuardia, who has been New York City's mayor from 1934 through 1945, will be heard on WOR-Mutual's "Meet the Press" along with four newspapermen on Friday, December 7, from 10:30 to 11 P.M. The subject of the discussion will be "The Press and Radio."

Beginning Saturday, December 15, "Meet the Press" will be heard weekly in recorded broadcasts over WOR from 2:30 to 3 P.M.

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## FCC MUM ON ANY FM COMPROMISE; FURTHER REPORT PROMISED

There was considerable comment at the Federal Communications Commission over a report made in Martin Codel's "Television Digest and FM Reports" that FCC engineers now admit that they were wrong in relying on projected curves instead of awaiting definite tests in the heated FM controversy between the Zenith Radio Corporation and Major Howard Armstrong, inventor of FM, on the one side and the Commission on the other. Furthermore, Mr. Codel asserted that due soon are results of FCC's FM tests and that they would bear out the conclusion of Zenith and Dr. Armstrong that the new FM upper band fails to provide acceptable coverage.

When asked about this an FCC official said:

"FCC engineers are not in possession of all the facts with respect to the relative claims regarding the range of the low FM band versus the high (old vs. new). It is true that a report will be released as soon as the facts are established. For example, the Federal Communications Commission engineers do not know the exact amount of radiated power of the Raytheon transmitter operating on 107 megacycles - therefore it would be impossible in the absence of such data to make a comparison of the tests made on the low band.

"The Raytheon transmitter was used in the Andelusia, Pa. 70 mile tests on 107 megacycles which were made by the FCC and which Major Armstrong claims will confirm the results of the Zenith tests."

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## FOREIGN BROADCAST MONITORING FINALLY CLOSES DOWN

The Foreign Broadcast Intelligence Service of the Federal Communications Commission, which has been acting as the ears of Uncle Sam since 1940, will cease monitoring foreign broadcast stations today (Wednesday, December 5.)

The suspension of service was ordered by the Commission after the House reduced the Commission's national defense funds to $465,000.00 Monday.

The FBIS has been serving 15 agencies in Washington by teletypewriter and has been sending a daily mimeographed report to 25 agencies.

Monitoring stations are located in Guam, Kauai, Portland, Ore., and Silver Hill, Maryland. A staff of 25 has maintained liaison with the British Broadcasting Company in London. There are 170 employees in Washington and 105 in the field. They are being notified that their employment is being terminated effective December 10 when the liquidation of the FBIS is to be completed.

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RFC DECLARES RADIO SURPLUS SMALL; MUCH UNUSABLE

Radio and electronic war surplus so far declared is small, according to William L. Foss, Chief of the RFC Electronics Division, in a discussion of the situation with the Radio Manufacturers' Association. About 100 million dollars' worth, on the basis of original price, has been made available to RFC.

The RFC Electronics Division has received its first supply of radio receivers, the SX-28. These receivers, while equipped to tune in the broadcast and international shortwave bands, are not likely to be converted into home sets though they may be adapted for use by communications operators.

Radio tubes, both transmission and receiving, are moving well from the surplus stocks to consumers through manufacturer-agents. The transmitter tube market has been flooded, he said, and a large number of the receiver tubes are being used in civilian homesets.

While RFC expects a large assortment of surplus handie-talkies and walkie-talkies, Mr. Foss said that no practical disposition of them has been developed. Contrary to general public belief, he said, these famed war products cannot be used in the proposed FCC citizens community services due to the fact they were made to transmit and receive on frequencies assigned to and held by the military services.

Some handie-talkies were put on the market several months ago, but Mr. Foss said he stopped the sales when he discovered that they were of little use to civilians.

Practically all radar equipment declared surplus to date, Mr. Foss said, is of an early and now obsolete character. The equipment itself has practically no civilian use although some of the parts may be salvaged.

Immediate, blanket revocation of the RFC-agent contracts with 230 radio manufacturers for the disposal of war surpluses has been formally recommended to RFC by the Surplus Property Administration, but RMA has secured a delay in action until an RMA-industry conference with RFC and SPA officials is held in Washington Tuesday, December 11th. Temporarily at least the RFC has turned down, as unsupported, the SPA recommendations for outright revocation of the management-agent contracts and a compromise, by revision of the contracts, appears in prospect.

It is reported that two groups, or syndicates, of Chicago and New York speculators, with large financial backing, are endeavoring to break into the radio surplus situation, bringing pressure on officials and also members of Congress to secure the war radio surpluses.

A preliminary RMA-RFC conference was arranged last week when the activities of the "syndicates" and also the SPA recommendations for revocation of the 230 manufacturer-agent contracts became known. Among those attending the conference were Director Husbands and J. Wendell Coombs, RFC administrative assistant; Chairman A. S. Wells of the RMA Industry Reconversion Committee, Chairman Ernest Searing of the Parts Division Subcommittee; Arthur Milk, representing receiving and transmitting tube groups; and RMA Executive Vice-President Bond Geddes. Also attending were Herman Krissman of Belmont Radio Corporation, Chicago, Ill.; Gerald Mayer of The Hallicrafters Co., Chicago, Ill., and James D. Secrest, RMA Director of Publications

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PULLIAM, WIRE, INDIANAPOLIS, HOST TO 700 AT VICTORY DINNER

Eugene Pulliam, President of Station WIRE in Indianapolis, Indiana, and Editor and Publisher of the Indianapolis Star, was host to 700 guests at a Victory Dinner given in Indianapolis last week.

Mr. Pulliam explained that the Victory Party was a resumption of the appreciation dinners he tendered prior to 1942, and promised another next year.

Guests, most of whom spoke in gridiron fashion, included Ham Fisher, creator of Joe Palooka; Will H. Hays, former Postmaster General and former Republican National Chairman; Robert E. Haggegan, present Postmaster General and National Democratic Chairman and Herbert Brownell, Jr., National Republican Chairman. Daniel J. Tobin, International President of the Teamsters' Union was another guest, as was Governor Ralph F. Gates.

The Postmaster General brought a greeting and a word of praise from President Truman to Mr. Pulliam who has headed the Indiana War Bond sales organization throughout the war and on into the Victory Bond drive.

"After the Cabinet meeting last Friday before I left Washington, President Truman instructed me to express to Mr. Pulliam his appreciation for the work he has done as leader of the war bond drives in Indiana", Mr. Hannegan said.

At the speakers' table were Representative Charles A. Halleck, of Indiana; Mayor Robert H. Tundall of Indianapolis; Senator Raymond E. Willis of Indiana; Senator Homer E. Capehart of Indiana.

Others included C. Walter McCarty, publisher of the Indianapolis News; Joseph Bryan, President of radio station WBT, Charlotte, N.C.; Sheldon Hickox of New York, Vice President of the National Broadcasting Company; Walter Leckrone, editor of the Indianapolis Times; William F. Kiley of Station WFBM, C. Bruce McConnell of Station WISH; George C. Biggar of Station WIBC.

The Star was represented at the speakers' table by William A. Dyer, General Manager, and James A. Stuart, Managing Editor. WIRE was represented by Rex Schepp, Manager.

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## JETT CLARIFIES SITUATION REGARDING FM MOVE UPSTAIRS

Commissioner E. K. Jett of the Federal Communications Commission, during the past week went on record in several cases having to do with the FM situation, which continued to be the livest topic of discussion at the Commission. In connection with correspondence he had had with Dr. O. H. Caldwell, of New York, well-known editor and former member of the old Radio Commission, Mr. Jett said:

"Mr. Caldwell wrote to me on November 8 and urged that the Commission 'delay ordering the complete shutdown of the 44 mc channels for some time or possibly a year or so - until FM experience and development has fully progressed on the new channels, - and television really needs this 44-50 mc band.' He stated that 'such a course would parallel the Commission's recently very wise action with respect to television wherein you authorized its continued operation on the present familiar television channels while permitting experimentation in the higher frequencies.' In my reply I advised Dr. Caldwell as follows:

> "'As you know the Commission has granted about 125 applications for new FM stations in addition to providing new assignments for existing licensees and permittees. Since there are about 500 more applications it is reasonable to assume that several hundred will be approved by the end of 1945. This should result in the construction of a large number of stations during 1946, which will enable the Commission to determine whether the existing frequencies should be continued or turned over to television. At any rate I can assure you that we do not intend to close the present band until service is generally available in the new band.'

"In this connection it will be noted that the foregoing conforms with the Commission's public notice of September 4, 1945:

> "'The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated."

"Insofar as I am aware, there is no thought of continuing the band 44-50 mc for FM after FM receivers are generally available to the public in the upper band - 88-108 mc. Moreover, the Commission announced as recently as last week that the band 44-50 mc would be assigned to Television (Community) stations."

Mr. Jett stated that the correspondence with Mr. Caldwell had nothing to do with the question of two-band FM sets as reported by the trade paper Retailing (Nov. 29). This publication construed Mr. Jett's statement as giving the green light to the manufacture of two band sets.

In connection with a report in Billboard (Dec. 8) that Commissioner Jett had admitted there was more than an even chance that FM stations would be shifted back to just where they were before the new 88 megacycle band was announced, Mr. Jett said that nothing could be further from the truth, that he made no such statement nor had he talked to anyone on the subject of changing the FM allocations.

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BERMUDA COMMUNICATIONS CONFAB ENDS; PORTER BACK THIS WEEK

The Anglo-American Telecommunications Conference closed Tuesday after 12 days' sessions with the eight countries participating accepting the principle that economic profit should be secondary to the increasing flow of information between the countries. Paul F. Porter, Chairman of the Federal Communications Commission, is expected to return to Washington sometime during the present week.

The United States and the Governments of the British Commonwealth signed an executive agreement cutting international communications rates, abandoning communications monopolies in other countries and giving the United States the right to maintain direct radio circuits with the United Kingdom, Australia, New Zealand and India.

As soon as possible and not later than April 1, 1946, a ceiling rate of 30 cents a word will be applied on all full-rate messages between the nations of the British Commonwealth and the Empire and any point in the United States. Lower ceilings were applied for messages in other categories: 20 cents a word for code, 15 cents for deferred and 10 cents for night letters.

A ceiling rate of 6½ cents a word is established for press messages between any part of the British Commonwealth and any part of the United States. Where press rates are under 6½ cents a word, they must not be increased.

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A high-altitude bombing radar set, designed by the Signal Corps to spread destruction in enemy countries, has now been adapted to peaceful meteorological use in detecting the approach of storms.

Developed at the Signal Corps Engineering Laboratories at Bradley Beach, N. J., and originally installed in B-29 bombers, these sets are being dismantled and mounted in observation stations. There they foretell the direction, intensity and other characteristics of imminent weather disturbances.

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# OPA MOVES TO BRING RADIO PARTS CEILING NEARER TO 1941

To make manufacturers' ceiling prices for radio parts more uniform and to bring their ceilings more in line with 1941 prices plus the previously announced industry increase factors, the Office of Price Administration Monday announced four changes in the pricing provisions covering radio parts manufacturers.

No change in the previously announced retail prices for radio sets will be caused by this action, OPA said.

Monday's action, effective December 3, 1945, also established a new increase factor of 16.5 percent for variable condensers. This factor is based on financial data recently submitted by producers of variable condensers.

When increase factors for the various radio parts were announced last October 11th, this segment of the industry had not furnished OPA with a satisfactory sample of financial data. At that time, OPA announced an increase factor of 13.5 percent for variable condensers which was figured by adding to the interim price increase factor (9 percent ) for variable condensers the smallest increase allowed on any radio part.

The four changes made in the pricing provisions covering radio parts manufacturers are as follows:

The last price charged for any particular part during the six months' period prior to October 1, 1941, is to be considered the radio parts manufacturer's established price on the base date.

Previously, three sales of any one part were required to establish a base date price.

OPA recently has been informed by the industry that many manufacturers had no published list prices and while they may have sold large numbers of a particular part during the six months' period preceding the base date, these sales often were made on one order constituting a single sale.

To facilitate the use of the so-called "modified item" provision, it now applies to comparable parts having the same function and made of practically the same materials. Prices for such parts must be reported to OPA together with the method used in arriving at them. In each case, the price must be at the general level of prices for similar parts.

Furthermore, OPA will make any decisions regarding a "substantial" change in a part causing it to require a price higher than the ceiling price of the comparable part made in the base period.

In cases where a manufacturer does not have an established price for a part, making it impossible for him to use either of the pricing methods given above, he may figure the price by using the

1941 hours for labor and 1941 costs to which he adds the established increase factor. The manufacturer must have OPA permission to use this formula and he must file and get OPA approval on his prices. All such prices must be in line with the general level of prices for similar parts.

These pricing provisions do not apply to manufacturers who were not in business in 1941 unless they have price lists which have been approved by OPA. Manufacturers who were not in business on the base date (April 1, 1941-October 1, 1941) and who do not have approved price lists, use the formula given in the regulation under which such manufacturers can establish ceiling prices but they must not use the increase factors.

The changes in the pricing method, the Office of Price Administration said, affect not only prices being established from now on but also previously established prices for parts not delivered on the effective date of the amendment.

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HIGH COURT RULES OPPOSING RADIO APPLICANTS MUST BE HEARD

The Supreme Court last Monday in the case of the Ashbacker Radio Corporation versus the Federal Communications Commission ruled that when there are conflicting arguments the FCC must hear both sides before granting either. The court had to reconcile two provisions of the law. One allows the Commission to issue a license without a hearing. The other requires a hearing before an application is denied.

The opinion in the case was written by Justice Douglas. There was a dissenting opinion by Justice Frankfurter in which Justice Rutledge joined.

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MISS TRUMAN FIRST IN LINE AT WRC'S CHRISTMAS DOLL HOUSE

Miss Margaret Truman, daughter of the President, launched the "Doll House" of WRC in Washington to provide Christmas dolls for needy District youngsters, Monday morning when she presented the twin dolls to Carleton D. Smith, WRC General Manager and to Bill Herson, WRC "Timekeeper", who is conducting the campaign. Mrs. Carl A. Spaatz, wife of General Spaatz, AAF, and Milton Berle, star of "Spring in Brazil" also gave the Doll House a send-off by appearing on a special Dedication broadcast from the Doll House Monday evening.

The campaign, which will continue through Saturday, Dec. 22, will aim to collect hundreds of dolls and toys so that every underprivileged youngster in the District will have a new toy for Christmas. Dolls, of all shapes, sizes and color will be welcomed.

Along with the Doll House campaign another Christmas feature, "Broadcasts to Santa Claus", is also being revived. Each morning two Washington youngsters are the guests of Bill Herson to broadcast their Christmas "list" to Santa.

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## GLOBE WIRELESS BUYS IBM RADIO; LEMMON NEW GLOBE V-P

Globe Wireless, Ltd., operating a radio communications system in the Pacific area, has acquired from the International Business Machines Corporation its interest in the radio-type developments of Walter S. Lemmon and associates, and Mr. Lemmon will become a Vice-President of Globe, R. Stanley Dollar, its President, announced in San Francisco.

Mr. Dollar, who also is President of the Robert Dollar Company, operating steamship, communications and commercial enterprises in the Pacific area, said the transaction included United States and foreign patents which will give Globe Wireless the benefits of high-speed automatic radio-typewriter operation.

Brig. Gen. Walter P. Boatwright, recently retired from the Army, will become a Vice-President of Globe Wireless, in charge of production. A factory will be established on the Pacific Coast.

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## APPLICATIONS FOR BROADCAST SERVICES RECEIVED BY FCC

The following applications have been received by the Federal Communications Commission and accepted for filing:

WADC, Allen T. Simmons, Tallmadge, Ohio, construction permit to change frequency from 1350 to 1220 kc., increase power from 5 kw to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location from north of Akron, Ohio, to Granger, Ohio (facilities of WGAR requested); Amalgamated Broadcasting System, Inc., Philadelphia, Pa., (P.O. 11-15 Union Sauqre, New York 3, New York), Construction Permit for a new FM (Metropolitan) broadcast station to be operated on frequency and coverage as determined by the FCC; Courier-Journal & Louisville Times Company, Louisville, Kentucky, construction permit for a new commercial television broadcast station to be operated on Channel #9, 186-192 megacycles with ESR of 1425; KFDM, construction permit to increase power from 1 KW to 5 KW, install new transmitter and directional antenna for night use and change transmitter location from Beaumont, Texas to 1.6 miles west and 2.2 miles south of Orangefield, Texas; Balaban & Katz Corporation, Chicago, Ill., construction permit for a new FM (Metropolitan) Broadcast station to be operated on frequency to be determined by FCC and coverage of 10,700 sq. miles.

Woodrow Miller, San Bernardino, Calif., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation - amended to change frequency from 1240 to 1450 kc. and omit request for facilities to be relinquished by KFXM; Walt Disney Productions, Los Angeles, Calif., (P.O. Burbank, Calif.) construction permit for a new commercial television broadcast station to be operated on Channel #5, 76-82 megacycles and ESR of 12,000; American Broadcasting Co., Inc., San Francisco, Calif., construction permit for a new commercial television broadcast station to be operated on Channel #7, 102-108 megacycles and ESR of 3950.

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## SCISSORS AND PASTE

### Television Slow-up Foreseen; No New Sets for Year or More
(Joseph M. Guilfoyle in "Wall Street Journal")

Television men are reluctantly rewriting the timetable which will determine when most Americans may expect to have sight-and-sound radio.

They realize now that they were too optimistic and won't be able to live up to previous predictions. Television was expected to move into high gear soon after the end of the war. Instead, the industry today is bogged down by a shortage of materials and parts for receiving and transmitting equipment.

Here's the latest schedule on when the majority of Americans can reasonably hope to see as well as hear their favorite comedians from the comfort of their living room chairs:

If you live in one of the six cities which now have telecasting stations - New York, Chicago, Philadelphia, Washington, Schenectady, N.Y., and Los Angeles - and don't own one of the 7,500 sets now in use, it will be late 1946 or early 1947 before you'll be able to buy a receiving set.

If you're living outside these six cities, it will be anywhere from 1948 to 1950, at least, before you'll have television. That's how long it is expected to take to install telecasting facilities in most of the major cities.

"If television expands beyond the present six cities where it is now available by the latter part of 1947, I'll be very much surprised", says Allen B. duMont, President of the Allen B. DuMont Laboratories, Inc.

The prediction that probably only 20 cities will have television in five years is made by Dorman D. Israel, Vice-President in charge of Engineering for the Emerson Radio & Phonograph Corp. Mr. Israel says the wartime ballyhoo of television was "unrealistic".

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### Truman As Sincere As Roosevelt But Not As Good On Radio
(Drew Pearson)

Roosevelt had the gift of going on the radio and swaying the public over the heads of Congress. Truman lacks the radio technique, the theatrics, the ability to make that appeal. He is just as sincere as Roosevelt - perhaps more so. He is desperately trying to do a good job. But he can't whip Congress into line by mobilizing public opinion. That was the powerful weapon Roosevelt had.

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### Porter Presidential Trouble Shooter?
(Leonard Lyons in "Washington Post")

Paul Porter, Chairman of the Federal Communications Commission, who is receiving high offers from big industry for his rare, expert talents, may become Truman's assistant to help iron out so many of the problems which have been plaguing the President of late.

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## Charges British Govt. Owns 177,000 Shares RCA Stock
(William Moore in "Washington Times-Herald")

The inside story of a secret 425-million dollar loan made to the British by the late President Roosevelt in July of 1941 was made public by Senator Moore (R), of Oklahoma.

It was disclosed that the British government, now veering to the left under the labor party, owns vast holdings in 80 of the largest American industrial corporations.

Moore asked that the British be required to liquidate the loan by selling Americans the American securities in a letter to Assistant Secretary of State Clayton, in charge of foreign economic affairs.

The present principal balance is 242 million dollars. So, Moore told Clayton, the man with whom the British are dealing for a new loan, the British could sell their collateral, pay off the loan, and still have a half billion dollars left. Moore added:

"As an example of this British government ownership in American industry, the following companies and the number of shares owned are listed as follows:

| | |
|---|---|
| General Motors . . . . . | 434,000 shares |
| Radio Corp.. . . . . | 177,000 shares |
| Amerada Petrol.. . . . . | 133,000 shares |
| Chrysler . . . . . | 36,000 shares |
| Stand. Oil (N.J.). . . . . | 198,000 shares |
| Stand. Oil.(Ind.). . . . . | 315,000 shares |
| Socony-Vacuum Oil. . . . . | 130,000 shares |
| Am. Tel. & Tel. . . . . | 70,000 shares |
| U. S. Steel (pfd.) . . . . | 21,000 shares |

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## Management Delegates at Truman Labor Confab Anger Sarnoff
(Drew Pearson)

Eric Johnston, astute president of the United States Chamber of Commerce, and usually mild-mannered David Sarnoff, President of the Radio Corporation of America, both are storming mad at the more conservative block of management delegates who just don't want to get along with labor.

Johnston and Sarnoff believe unions are here to stay. Also they feel that industrial harmony is essential to reconversion prosperity. So they want to see the conference get somewhere, have carefully refrained from union-baiting.

On the other side of the fence are Almon E. Roth, head of the powerful National Federation of American Shipping, Inc.; Ira Mosher, President of the Tory-minded National Association of Manufacturers, and Charlie Wilson of General Motors.

The first issue facing themanagement delegates was on the broad principle of general cooperation with labor. Johnston urged full cooperation. So did Sarnoff. However, Mosher and Roth spearheaded the conservative management group, which wants repressive labor legislation from Congress. They feel that if the conference ends in failure, anti-labor legislation is certain.

The No.1 Split was over a resolution to enforce existing labor-management contracts. The Unions had agreed that all grievances arising during the life of a contract be arbitrated. The Johnston-Sarnoff group strongly favored the proposal. However, Roth and Mosher opposed arbitration.

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## TRADE NOTES

The annual meeting of members of the Television Broadcasters' Association, Inc., will be held in New York City Friday, Dec. 7 at 10 A.M. J. R. Poppele, President of the Association, will present a report on TBA accomplishments during the year.

Election of three Directors is listed on the agenda. Directors whose terms expire include J. R. Poppele, G. Emerson Markham and Lewis Allen Weiss. Following the business session a luncheon for members will be held.

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Byron Price, wartime censor, has been appointed Vice-President of the Motion Pictures Producers of America, right-hand man of Eric Johnston, at a reported salary of $75,000 a year.

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The Federal Communications Commission has been advised by the Office of Foreign Liquidation Commissioner, War Department, that the following radar stations in French North Africa have been declared surplus by that Department:

Radar Station No. 531 - Cap Coaxine; Radar Station No. 532 - Fleuris; No. 534 - Cap Carbon; No. 535 - Tenes; 536 - Siglia; and 547 - Azib.

Any persons or companies interested in acquiring this surplus property, or desiring further data, should communicate directly with Col. S. Gruneck, Director of Fixed Installations Division, New War Department Building, 21st and Virginia Ave., N.W., Washington 25, D.C.

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A report on the development of radio during the war "Radio and Radar; Equipment and Major Components, 1939-1945" has just been issued by the U. S. Census Bureau. It was prepared by the WPB Radio and Radar Division from reports received from radio manufacturers.

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Among approximately 225 letters received weekly by the Commerce Department from service men interested in new business, GIs planning to open radio or electrical shops lead the list, RMA reports. Other principal business interests in order of their interest are restaurants, filling stations, apparel stores, groceries, real estate and insurance offices.

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When Prime Minister Atlee was in the United States he was asked if the British Broadcasting Corporation intended taking commercials, and he replied, "I hope not."

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Col. Robert H. Freeman, recently of the Army Air Forces, has been appointed Sales Manager of pulse time modulation radio equipments and systems of the Federal Telephone and Radio Corporation. The PTM system is a revolutionary radio technique by which multiplex telephone conversations or radio and television programs can be transmitted over the same radio frequency. Colonel Freeman, who received his commission in the Air Forces in 1942, formerly was Chief Engineer of the Radio Division of the International Telephone and Radio Manufacturing Corporation.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



INDEX TO ISSUE OF DECEMBER 12, 1945



No. 1709

December 12, 1945

LETTERS STILL COMING PRAISING ABC GALA "MET" BROADCAST

Although the better part of a month has passed since the American Broadcasting Company made radio history by broadcasting for the first time the entire opening performance of the Metropolitan Opera, congratulations continue to be received from the vast unseen audience. This broadcast of "Lohengrin", occupying four hours in the most desirable evening network time, Monday, November 26th, and by its mechanical excellence marking a new milestone in broadcasting, far from tiring listeners by the length evidently whetted their appetites for more.

When this news service inquired from the American Broadcasting Company exactly what the country wide response was, Harold A. Strickland, Music Editor of ABC, replied:

"From oldsters, some of whom recalled the days when they attended performances at the opera house, from students in elementary and high schools, have poured literally thousands of letters into the offices of the American Broadcasting Company congratulating this youngest of networks on its enterprise in broadcasting for the first time in the company's history the 'opening night' of the Metropolitan Opera season.

"From the Christmas Day in 1931 when the Metropolitan first went on the air until the inaugural on November 26 last, no 'first night' performance had ever been brought to radio listeners, although the Saturday matinees each week during the season have become so well known that, in every poll, the Metropolitan Opera ranks overwhelmingly first as the top musical attraction on the air and boasts the largest listening audience of any radio musical program.

"Through the cooperation of the Metropolitan Opera management, the Texas Company and the American Broadcasting Company, it was decided this season to yield to the requests that the 'first night' be brought to those who could not otherwise 'attend'. It meant a revamping of broadcast schedules, not only of the principal network stations, but also of those who have their own local sponsored programs but who wanted to join the hook-up for this important event.

"From Michigan, Minnesota, California, Colorado, Florida, Utah, Kentucky, Missouri, Indiana, Washington, Oklahoma, the entire Eastern seaboard as well as from Ontario, Quebec and other Canadian cities, letters of congratulation have poured in. Many say briefly 'thank you', but they took the time to say it.

"From Denver, comes word that a high school class gathered to 'attend' the opera opening as a group. From other cities the mail is still flowing in expressing how to some it was the 'event'

of their lives. Stations along the transcontinental network are still getting reports and forwarding them to New York. The Metropolitan itself received hundreds of letters and wires."

And no reference to Metropolitan Opera broadcasts would be complete without mention of the one and only Milton Cross, dean of announcers. To hundreds of thousands of listeners he is the Metropolitan. In fact, recently an admirer concluded a letter by saying: "I am again looking forward this Winter to you and the Opera."

Observing that radio as entertainment reached a new level of achievement when the opening of the Metropolitan was put on the air, the Washington Star said:

"Among those listening, there undoubtedly were at least a few persons who could and did remember the beginning of broadcasting just twenty-five years ago this month and who, with that advantage of experience, were prepared to appreciate to the full the marvelous progress which the industry has accomplished since 1920.

"Much of the miracle of radio has been the essential democracy of it. No other form of communication, unless it be the press, is so distinctively of the people, by the people and for the people. It goes directly into the homes of the Nation and draws its raison d'etre from that circumstance. At one extreme it offers programs which admittedly are popular because they make no pretense of culture, at the other it furnishes a demonstration of artistic excellence which theoretically appeals to a minority only.

"Yet inquiry discloses that a very large public responded to the opportunity afforded Monday evening. The premier broadcast of a Metropolitan opening, with the First Lady of the land attending, was in itself a news event, notably attractive as a fragment of current history. But Wagner's 'Lohengrin' likewise proved to possess all the traditional magic which has kept it alive through nearly a century of drastic change. The beauty of the music required no explanation. Neither did the skill and the grace of the singers and the orchesta need to be pointed out. The excitement of the whole occasion came over the ether in a manner that will not be forgotten soon. Everybody who shared in the performance deserves congratulation."

Listeners who missed "Lohengrin" the opening night will have another opportunity when it will again be broadcast by ABC with the same splendid cast plus Lauritz Melchior Saturday, December 22nd, at 2 P.M., EST.

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Heading the list of those urging Congress to prompt action on President Truman's national health plan are David Sarnoff, President of the Radio Corporation of America; Gardner Cowles, of the Cowles Broadcasting Company, and Gerard Swope, President of the General Electric Company.

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# WAR SECRETS TO ADD INTEREST TO RADIO ENGINEERS' MEETING

Final plans for the Institute of Radio Engineers' 1946 Winter Technical Meeting and Radio Engineering Show to be held January 23-26 in New York have been completed by Edward J. Content, Chairman of the Committee arranging for the meeting.

This meeting is expected to be the most important as well as one of the largest in the annals of the Institute. "The crowded calendar of professional and social events", Mr. Content declared, "gives members of the Institute an unprecedented opportunity to orientate themselves in the postwar pattern of the electronics and radio fields, to gain an understanding of the industry's reconversion program and to catch up on the newest developments and future prospects in the field."

Space in the Radio Engineering show - a display four times the size of any former I.R.E. Radio Engineering Show - has been fully spoken for by more than 120 firms.

The total of 168 exhibits occupying two floors and foyer space in the Hotel Astor will represent a comprehensive cross-section of the industry's newest and most important postwar products and should provide members with much information of value and interest to them in their particular fields.

At the annual I.R.E. banquet to be held Thursday, January 24th, the principal speaker will be Dr. Frank B. Jewett, President of the National Academy of Sciences. Edgar Kobak, President of the Mutual Broadcasting System will act as toastmaster.

At the President's luncheon, honoring the Institute's incoming president, Dr. Frederick B. Llewellyn, to be held on Friday, January 25th, Paul Porter, Chairman of the Federal Communications Commission will be the speaker and Lewis M. Clement, Vice President in charge of Research and Engineering, the Crosley Corporation, will act as master of ceremonies.

Also at the banquet the annual I.R.E. awards will be made: The Institute Medal of Honor given in recognition of distinguished service in radio communications; and the Morris Liebmann Memorial Prize, made to a member of the Institute who has made public during the recent past an important contribution to radio communications. Fifteen fellowships given by the Institute are also scheduled to be awarded.

The backbone of every technical meeting, the array of important technical papers on vital electronics and radio subjects, will this year take on added significance with discussion of the many remarkable war developments and newly released information on hitherto restricted items.

The subjects of the technical sessions give some hint of their importance. They include: Military Applications of Electronics; F.M. and Standard Broadcasting; Circuits and Theory; Television

Radio Navigation Aids; Vacuum Tubes; Microwave Vacuum Tubes, Antennas; Radar; Microwave Technique; Industrial Electronics; Communication Systems and Relay Lines; Radio Propagation; Broadcast Receivers; Quartz Crystals and Crystal Rectifiers.

This year, as has been previously reported, the Institute of Radio Engineers will be host at a joint meeting with the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's auditorium on Wednesday evening, January 23rd. To accommodate any overflow attendance such as occurred last year, arrangements have been made to install a public address system and to reserve another large meeting room in the same building. Dr. Bailey, in charge of arrangements for the joint meeting, further reported that there will be a timely address at this gathering by a speaker prominent in the electrical and electronics field.

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BROADCASTERS' MUSIC COMMITTEE SIZES UP PETRILLO SITUATION

Regarded as another approach to breaking up the Petrillo stranglehold and maybe to pave the way to a meeting with Petrillo himself, the new Music Committee of the National Assocation of Broadcasters met at the call of Justin Miller, President, in Washington last week.

In viewing the relations between the broadcasters and the musicians, Judge Miller, President of the NAB, declared he was confident that harmony can prevail "in all our relations if we adhere to a policy that is fair and equitable to the listening public, the musician and the broadcaster".

A list of Committee members in attendance follows:

Frank White, Vice-President, CBS; Frank Russell, Vice-President, NBC; Keith Kiggins, President, American Broadcasting Co.; Robert Swezey, MBS; E. E. Hill, WTAG, Worcester, Mass.; Theodore C. Streibert, President, WOR, New York City; Paul Morency, General Manager, WTIC, Hartford, Conn.; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Harold Ryan, Vice-President, Fort Industries, Toledo, O.; Clair McCullough, General Manager, WGAL, Lancaster, Pa.; Marshall Pengra, General Manager, KRNR, Roseburg, Ore.; Wayne Coy, WINX, Washington, D. C.; John Elmer, President, WCBM, Baltimore, Md.; Walter Damm, Vice-President, WTMJ, Milwaukee, Wis.

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At the annual meeting of the Associated Press to be held in New York next April, the Board of Directors intends to declare the eligibility of radio stations as associate members.

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## FORT INDUSTRY STATIONS ADD TO NEW WASHINGTON OFFICE STAFF

The newest of Washington offices is that of the Fort Industry Company, of which Commander George B. Storer, USNR, is President, and J. Harold Ryan, former President of the National Association of Broadcasters, is Vice-President and General Manager, and which now has stations WSPD in Toledo, WGBS, Miami, WAGA, Atlanta, WWVA in Wheeling, WHIZ, Zanesville, WLOK, Lima, Ohio, and WMMN, Fairmont, West Va. The company has grown to such an extent that it was deemed necessary to have permanent representation in the National Capital.

As Manager, the company has selected Lieut. Commander John Koepf, USNR, who will take over early in the new year. Commander Koepf has been station in the Special Devices Division of the Office of Research and Inventions in the Radar and Communications Section of the Navy, located in Washington. Prior to his tour of duty with the Navy, Commander Koepf was associated with Proctor & Gamble, WLW, Cincinnati, Keelor-Stites, advertising agency, and the Cincinnati Post.

In the Washington office, which is located at 1245 - 31st Street, N.W., in historic Georgetown, with Commander Koepf will also be Maj. Glenn Boundy, chief engineer of the Fort Industry. It is expected likewise that both Commander Storer and Mr. Ryan will make frequent trips to the Capital to keep in touch with the national situation.

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## PRESIDENT TRUMAN PAYS TRIBUTE TO JEROME KERN

President Harry S. Truman joined the American Society of Composers, Authors and Publishers and millions of music lovers in paying tribute to the late Jerome Kern Sunday afternoon in the ASCAP memorial service broadcast over the Columbia Broadcasting System.

The President, in a wire to Oscar Hammerstein II, said:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

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## FARNSWORTH HAS CAPACITY BUSINESS BOOKED FOR 1946

Farnsworth Television & Radio Corporation has already booked orders sufficient to utilize the company's production capacity throughout 1946, E. A. Nicholas, President, reported in a letter to stockholders.

The company recently acquired an additional plant at Huntington, Indiana, and is now arranging for the erection of a new administration and engineering building in Fort Wayne.

The report showed net profit for the six months ended October 31, after estimated taxes, of $500,845. This figure subject to possible renegotiation, compared with $592,921 reported for the corresponding period the preceding year. The decline, Mr. Nicholas stated, resulted from the termination of substantially all of the company's war contracts following the end of hostilities.

Despite the sudden end of the war with Japan, reconversion of the company's facilities was started without delay. By the end of the month following V-J Day, a new line of Farnsworth radio receivers and radio-phonograph combinations had been introduced to distributors. Additional production has been held up somewhat by inability to obtain material and parts from certain suppliers whose activities were delayed incident to the establishing of OPA price formation and as a result of strikes. Initial production, however, will be on the market before the end of the year.

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## ABC BROADCASTS GIVE LABOR AND MANAGEMENT AN EVEN BREAK

The American Broadcasting Company, Inc., again in 1946 will donate a half hour listening period each week to current labor and management problems.

"We feel that by extending these public service features, we can help to keep America fully informed on one of the most crucial issues of our time", Charles C. Barry, National Program Manager for the American network said in announcing the continuation of the series.

"LABOR, USA" will continue to present labor news, dramatizations and interpretations at its regular time from 6:45 to 7 P.M., EST on Saturdays. During the first 26 weeks of the series the CIO will present their views while the second half of the 52-week series will be taken over by the A. F. of L.

Immediately following the "LABOR, USA" broadcasts, a new management program, "It's Your Business" will make its debut over the American network on January 5th, from 7 to 7:15 P.M., EST. This program will present news reviews of business headlines by well-known authorities in the business field.

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## REGARDS RADIO GAG BILL INSULT TO INTELLIGENCE OF CONGRESS

Chances still seem to be pretty slim for the bill of Representative John S. Wood (D), of Georgia, which would gag radio stations and commentators, to get anywhere. Another spike was driven into it by the Washington Post, the editor of which is Eugene Meyer, owner of WINX, which speaking editorially, said:

"The bill which Representative Wood has introduced 'to regulate subversive and un-American propaganda' is just about the sort of legislation which one would expect to see emerge from the House Committee on un-American Activities. It would be insulting to the intelligence of the House as a whole to suppose that it means to treat his proposals with any degree of seriousness. * * *

"Mr. Wood's bill declares all radio stations shall 'by proper and frequent announcements clearly separate and distinguish programs consisting of news items from those programs based upon, or consisting of, personal opinion or propaganda.' * * *

"He would make matters as difficult as possible for those who broadcast 'opinions or propaganda'. He would require radio stations to 'describe and identify' them and 'to keep on file for public inspection a sworn statement of facts, setting forth the place of birth, name, nationality and political affiliation of such persons.' The relevance of such statistics is difficult to discern. He would also require stations to maintain in each State within 500 air-line miles of the transmitter 'a legal agent upon whom legal process may be served'. It seems to us that this goes far beyond reasonable protection against libel or abuse and invites harassment. What Mr. Wood and his committee seem to want, characteristically, is to regulate by suppression. It would be hard to devise a more un-American approach to the problem of propaganda."

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## CALLS HALT ON BROOKLYN RADIO CO. FOR HAIR GROWING CLAIMS

Max L. Guthartz, also known as Max Guthart, trading as Guthart Laboratories, Guthart Lbs., Guthart Chem. Co., B. M. Guthartz Mfg. Co., Engineering Radio Co., and Eng. Radio Company, 2872 West 29th Street, Brooklyn, selling and distributing sundry commodities, has stipulated with the Federal Trade Commission to cease and desist from certain misrepresentations concerning his products.

The respondent is engaged in the mail order sale of his commodities and has adopted and used as designations for his business the trade names Guthart Laboratories, Guthart Labs., and others, and represents his address to be the "Guthartz Building" or "Guthart Building". The respondent does no manufacturing of any kind and conducts no laboratory, chemical plant or engineering business as represented by his use of such trade names, and there never has been a "Guthartz Building" or "Guthart Building", the premises he occupies consisting of a two-family dwelling house, in the basement of which he rented a small space for the conduct of his business.

The respondent agrees to cease using the words "laboratories", "chemistry" or "manufacturing" or their abbreviations as a part of his trade names or as descriptive of his business; describing the premises where he carries on his business as "Guthartz Building", or "Guthart Building", or in any other way representing that he owns or occupies an industrial or office building as dimplied, or that his mail order business has the magnitude and stability thus indicated.

He further agrees to cease representing that the preparation offered by him for use on the scalp is a competent treatment or effective remedy for baldness, loss of hair or dandruff or that it will promote the growth of hair; representing that his "Amazing New Vitamin" tablets have favorable effect on the grayness of hair or that such method has proven successful in 92 percent, or any proportion of cases tested and representing that his radio devices will have any favorable effect whatsoever on radio receptivity.

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MORE PERMITS FOR DISPATCHING TAXIS AND BUSSES BY RADIO

Applications were granted this week by the Federal Communications Commission to additional transportation companies throughout the country for the purpose of testing and developing radio communication systems in connection with taxicabs and busses. The Commission acted favorably upon the request of the Yellow Cab Company of Missouri to establish a land station in Kansas City and a mobile unit installed in a taxicab operating in that vicinity. Both stations will use the frequency of 156.17, the land station operating on 50 watts and the portable with 25 watts.

The Transportation Communications Service, Inc., of North Carolina was granted authority to construct five portable and portable mobile stations for the purpose of developing a radio communication system in the proposed Urban Mobile Service, in the general vicinity of Guilford, North Carolina. Frequencies 156.17 and 156.29 megacycles will be used; 10 watts power; A3 emission.

The Transportation Communication Service, Inc. was organized for the purpose of engaging generally in a program of research in the proposed General Mobile Radio Service and the units authorized are to be installed in taxicabs of the Blue Bird Cab Company of High Point, N.C., and the equipment will be under the control of the Transportation Communications Service.

Granite Stages of New Hampshire was granted applications for authority to construct one land station and one portable mobile station with six units, in the Class II Experimental Service for the purpose of developing a radio communication system in the Highway Mobile Service. The land station will be located in Peterborough, New Hampshire, and the portable mobile units are to be installed on motor coaches operating in the vicinity. All units will use frequenty 39.14 megacycles; land station operating with 50 watts power.

Experiments are now being made with radio dispatched taxicabs in Washington, D. C. Two such vehicles of the Yellow Cab Company here have been authorized by the FCC to conduct the experiments for 90 days. Alden T. Keating, General Manager, said that if the experiments are a success as many of the company's 610 taxis as are necessary to serve the public will be equipped with two-way dashboard radios so that they can be dispatched anywhere.

Under the system, when the cab company's office receives a call for a taxi the vehicle nearest the locality of the request will be dispatched. Each cab driver will periodically report his position to the dispatcher.

Mr. Keating said that cabs No. 480 and 292, the vehicles used in the experiment, will respond only to emergency calls to the company's office. However, while the two cabs are cruising or awaiting radio orders they will pick up passengers in the ordinary way.

The radio-dispatched cabs are expected to play an important part in providing transportation to outlying districts. A similar system for taxicabs has been in use in Cleveland for some time, Mr. Keating said.

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## APPLICATIONS GRANTED BY THE FCC

KLCN, Harold L. Sudbury, Blytheville, Ark., granted authority to determine operating power by direct measurement of antenna power, upon condition that no operation of the station may occur between local sunset and local sunrise; W2XCS, Columbia Broadcasting System, Inc., New York City., granted license to cover construction permit which authorized a new experimental television broadcast station, on an experimental basis only, conditions, and subject to changes in frequency assignment which may result from proceedings in Docket No. 6651. Power 1 KW (paek) Vis. and 1 KW Aur.; WINS, Hearst Radio, Inc., New York City, granted modification of construction permit for extension of completion date to 2/28/46, subject to conditions as the Chief Engineer shall deem necessary to determine that the DA pattern is obtained and maintained, and subject further to the express condition that permittee herein shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation;

Also, WATX, The Regents of the University of Michigan, Ann Arbor, Mich., granted modification of construction permit authorizing a new non-commercial educational broadcast station, to change frequency from 42.1 mcs. to "to be determined" by FCC", change power from 50 KW and type of transmitter to "to be determined", change transmitter location a distance of 420 feet and for approval of antenna, and extension of completion date to 6/16/46.

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## RCA TO SHOW PRESS LATEST THING IN TELEVISION

Outstanding developments in television will be revealed to radio and news editors by the Radio Corporation of America tomorrow (Thursday, December 13). The demonstration will take place at the RCA Laboratories at Princeton, N. J.

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## MITCHELL, JOLLIFFE NEW RCA V-Ps; ABC PROMOTIONS ALSO

Pre-Christmas advancements were the order of the day last week at both the Radio Corporation of America and the American Broadcasting Company. At RCA, Lieut. Col. Thompson H. Mitchell, at present Vice-President and General Manager of R.C.A. Communications, Inc., was elected Executive Vice-President of R.C.A. Communications.

E. W. Engstrom was made Vice-President in Charge of Research of RCA Laboratories Division and E. C. Anderson as Vice-President in Charge of the Commercial Department of RCA Laboratories Division. Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, was elevated to Executive Vice-President in Charge of RCA Laboratories Division.

At the same time, five officials of the RCA Victor Division were elected Vice-Presidents in charge of their respective Departments of RCA Victor. They are Joseph B. Elliott, Vice-President in Charge of the RCA Victor Home Instruments; Meade Brunet, Vice-President in Charge of the RCA Victor Engineering Products; L. W. Teegarden, Vice-President in Charge of the RCA Tubes; J. W. Murray, Vice-President in Charge of the RCA Victor Records, and J. H. McConnell, Vice-President and General Attorney of RCA Victor.

At the American Broadcasting Company Fred M. Thrower, Jr. was elected Vice-President in Charge of Sales, a position he held before going into the service.

John H. Norton, Jr., Manager of the Station's Department, was elected Vice-President in charge of Stations.

C. P. Jaeger, who has been serving as Vice-President in Charge of Sales during Mr. Thrower's service in the Navy, has been appointed to the newly created position of Vice-President in Charge of Creative Sales, reporting to Mr. Thrower. Mr. Jaeger's duties will include the sale of programs, and the providing of merchandising and promotional help for ABC advertisers.

Murray Brabhorn, formerly Assistant General Sales Manager, has been appointed to direct the activities of a newly created Station Sales Department.

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## METROPOLITAN TV SUPPORTS CBS ON COLOR IN HIGHER CHANNELS

Direct support of the Columbia Broadcasting System&s consistent efforts in behalf of high-frequency, full color television was seen Tuesday in the decision of Metropolitan Television, Inc., to withdraw its application for a commercial television license in the lower frequencies. Metropolitan Television is jointly owned by Abraham & Straus and Bloomingdale's, New York City department stores.

Informing CBS of his company's decision after many months of engineering research, I. A. Hirschmann, Metropolitan Vice-President, submitted a copy of the letter he had sent to T. J. Slowie, Secretary of the Federal Communications Commission.

In the letter Mr. Hirschmann wrote that Metropolitan concurred in the Commission's view that the present band was not adequate for a nation-wide and competitive television system. He added that he believed television would have to follow the course of frequency modulation broadcasting in moving to a higher band where there was a greater number of frequencies.

Mr. Hirschmann further advised the FCC that Metropolitan intended to continue its present experimental activities and upon their completion expected to conduct similar experimentation between 480 and 920 megacycles.

Commenting on the action, Lawrence Lowman, CBS Vice President in Charge of Television, said:

"Ever since the Columbia Broadcasting System first proposed full color television in the higher frequencies we have felt that department stores in particular would be quick to appreciate the tremendous merchandising potentials of this new medium. Clear pictures in full color, for instance, will show the consumer at the television receiver, not only the pattern of a garment, but the color and texture of the fabric, reveal the detail and design to optimum advantage. Metropolitan Television is to be congratulated on its accurate appraisal of color television as, in Mr. Hirschmann's own words, 'the utlimate objective for public service.'"

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It might be well for broadcasters who contact any of the following members of Congress to know their Bible:

Representative Luther Patrick (D., Ala.) was the high scorer on a week ago Sunday's Bible Quiz broadcast over WWDC in Washington with 400 points. Four other Congressmen participated. Representative John R. Murdock (D., Ariz.) was second high scorer with 366 points.

Remainder of the points were divided among Representatives Max Schwabe (R., Mo.), Joseph R. Bryson (D., S.C.) and Sam M. Russell (D., Tex.).

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## BIG FANFARE FOR HARRY BUTCHER'S EISENHOWER STORY

No author ever had better publicity than Capt. Harry C. Butcher, USNR, former Washington Vice-President of the Columbia Broadcasting System, in his book about General Eisenhower, the first installment of which appears in the Saturday Evening Post of December 15th, now on the newsstands. The Post was reported to have paid a record price of $175,000 for the serial rights alone and this week is carrying full page newspaper advertisements announcing the series as "The Intimate Diary of the Man Who Lived With Eisenhower". There is a large picture of the General and Captain Butcher under which is the following caption:

"Recognize the man with Eisenhower? You've probably seen him many times in newspaper photographs - standing unobtrusively behind General "Ike".

"His name is Captain Harry C. Butcher, USNR. He was General Eisenhower's naval Aide and close companion during the most dramatic years of the European war. He lived with 'Ike', sharing his triumphs and frustrations.

"Almost every day 'Butch' wrote down all the things he saw and heard that had to do with running the greatest war in history. Into this diary he poured not only the day-to-day business of the Supreme Commander, but hundreds of fascinating personal anecdotes about 'Ike' and other important Allied figures.

"From his own observations and from countless intimate talks with General Eisenhower, Captain Butcher has set down what we believe is the war's most revealing document. It comes to you first in - The Saturday Evening Post!"

Captain Butcher will be heard on "We, the People" over CBS Sunday evening at 10:30 P.M. EST. His book based on the now famous diary titled "My Three Years With Eisenhower" is expected to be on sale by Christmas and has already been chosen for distribution by the Book of the Month Club.

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## AMERICAN BROADCASTING COMPANY CLEARS ITS TITLE TO USE "ABC"

Mark Woods, President, American Broadcasting Company, and Leonard A. Versluis, President, Associated Broadcasting Corporation, have made a friendly out-of-court settlement of their differences in the use of the ABC symbol to designate their networks. A suit filed by Associated against the American Broadcasting Company to enjoin it from the use of the letters ABC has been settled with the stipulation by Associated that the American Broadcasting Company is now free to use ABC. In the future Associated will be known as the Associated Broadcasting System and will use the letters ABS as the symbol to identify its transcontinental network.

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## SCISSORS AND PASTE

### L.B.S. Advises Publishers Not To Be Too Complacent

(From an interview with Louis B. Seltzer, editor of the "Cleveland Press")

Mr. Seltzer is concerned over the tendencies of some publishers to anchor their newspaper properties in "Snug Harbor" and believe they are safe from the competitive storms ahead. * * *

Developing his point about the need for more young blood in the newspaper business, Mr. Seltzer, who is a vigorous editor in his own right, though in his late forties, explained:

"Newspapers, as distinguished from radio, magazines and the movies, are owned in the main by men who are fairly well along in years. The same condition is true of the railroads as compared with the air lines. This is a natural situation, but a dangerous one to publishers inclined to be too complacent."

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### American Zone Radio Programs Displease Germans

(Kathleen McLaughlin in "New York Times" from Frankfort on the Main)

Radio broadcasts in the American zone also came in for villification, with the assertion that the programs were feebly powered and inane. The Germans added that the British and Russian zones were broadcasting far better news and musical entertainment and that as a result many turned to them.

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### Asks If House Knew What It Was Doing Cutting Off FBIS

("Washington Post")

Congress, engrossed as it is at present in an expose of the inadequacy of this country's prewar intelligence system, has acted summarily to cut off funds for one of the most vital units in a sound postwar intelligence operation. It has forced the Foreign Broadcast Intelligence Service to cease the monitoring of foreign radio broadcasts - one of the most fruitful keys to understanding of the trend of events in foreign lands. The suspension was motivated by the most reckless sort of pennywise economy in the House of Representatives. And one may reasonably wonder whether many members of the House had any real understanding of the effect of what they did***

Paradoxically, in the same bill, money was allowed to the State Department to take over from OSS and OWI personnel whose precise function it is to analyze the broadcast material provided by the FBIS. These analysts will now have no material to work on. Similarly the State Department's new Information Division preparing overseas broadcasts will be deprived of knowledge concerning the foreign ideas about America which their programs are intended to correct.* * *

President Truman should propose such a service to Congress without delay and should request funds for the operation of all units needed to make it genuinely effective. We think it beyond question that the FBIS is one such unit; and we hope that the Presi-

dent will act before the agency's highly skilled personnel is permanently lost to the Government. In the meantime, one of the regular operating departments of the Government which makes use of FBIS material ought to be able to find funds to keep it in being. We cannot frame a sound foreign policy without eyes and ears to learn what is going forward in the world around us.

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## Preparing the Listeners
(Leonard Lyons in "Washington Post")

Edna Ferber, the Nation's No. 1 parlor-gamester, was at a party last week where she asked the guests this question: "If you were standing in front of a radio microphone which was ready to carry your voice into every house in America - and at the same time you knew that an atomic bomb, large enough to destroy the whole world, was on its way down by parachute, what would you say? What would be your one brief message before the bomb destroyed us all?" . . . "I would say into that microphone", said Russel Crouse, "'Ladies and gentlemen, the next voice you hear will be that of Franklin D. Roosevelt.'"

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## Fiorello Hailed As First Innovation Since the Quiz Kids
("Terre Haute Star")

A serious deficiency in the country's radio diet is about to be remedied. Come Jan. 6, the Sunday broadcasts of Fiorello H. LaGuardia, hitherto restricted to the range of New York City's municipal station, will be heard on a countrywide network.

People who have listened to and liked Mr. LaGuardia's "Talks to the People" during his years as New York's mayor will tell you that this is a good thing. * * *

The simple reason for this is that Mr. LaGuardia is unique. He is politician, statesman, administrator and clown. He is guide, philosopher and Dutch uncle. Dignity is not for him. He is as uninhibited as a cage full of monkeys, and frequently is amusing. A complete and unabashed ham, he bellows, whines, wheedles and coos. Not for him are the pear-shaped tones of the unctuous radio announcer, or the carefully prepared script of the deep-dish commentator. His Honor's voice is high, and his choice of subjects wide and handsome. Everything is strictly off the cuff.

If Mr. LaGuardia preserves his present radio personality - and he has indicated that his wife has orders to shoot him with an old Army .45 if he should change - the national radio audience is due for the first ether innovation since the quiz kids.

As a radio entertainer, Mr. LaGuardia is a combination of Gabriel Heatter, Lou Costello and Mary Margaret McBride. He is, to say the least, vigorous and positive. To him a spade is a spade and a scoundrel is a skunk, and he doesn't mind saying so. His vocabulary is picturesque and his irony elaborate. And he's versatile. It is not out of character for him to turn from a castigation of horse betting as a disrupter of domestic bliss, to give the housewife a recipe for potato knishes.

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## TRADE NOTES

The first station sale in which competitive bids were advertised for as per orders of the Federal Communications Commission, KOIN, Portland, Ore., for $934,967 to Marshall Field, is now up for consideration by the FCC.

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Balaban and Katz in Chicago, operators of television station WBKB have signed a contract with the Chicago Coliseum for exclusive television coverage of all events taking place in the Coliseum for the next five years.

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Howard S. Frazier has resigned as Director of Engineering of the National Association of Broadcasters. Mr. Frazier will continue as Acting Director of Engineering in order to complete certain projects now under way in the Engineering Department.

Mr. Frazier will open offices as a Radio Management Consultant at 1730 Eye Street, N.W., Washington, D. C.

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National Union Radio Corporation - Nine months to Sept.30: Net loss, $725,986, after application of the carryback provisions of Internal Revenue Code, estimated net loss was $84,286.

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J. R. Poppele, Secretary and Chief Engineer of Station WOR, was reelected President of the Television Broadcasters' Association, Inc. last week. F. J. Bingley of Philco Radio & Television Corp., was reelected Vice-President, and Will Baltin, Secretary-Treasurer of the Association was reelected to his office. O. B. Hanson, Vice-President in Charge of Engineering at the National Broadcasting Co. was reelected Assistant Secretary-Treasurer.

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WEW, The St. Louis University, St. Louis, Missouri, has filed an application with the Federal Communications Commission for a construction permit to increase power from 1 KW to 50 KW, hours of operation from Daytime to Unlimited Time, install new transmitter and directional antenna for night use and change transmitter location from St. Louis, Missouri, to Blackjack, Missouri.

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James H. Carmine, Vice-President in charge of merchandising of Philco Corp., presented the first postwar radio off Philco's assembly lines to Clinton P. Anderson, Secretary of Agriculture, at a meeting of the Philadelphia Rotary Club.

The radio, a battery operated farm table model, was the first radio produced on Philco's assembly lines since the war cut off civilian radio production.

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Mayor LaGuardia didn't have to wait very long for a sponsor for his $100,000 a year ABC broadcasts. It will be Liberty Magazine and the series will start January 6th

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The United Electrical Workers-CIO asserted in Washington that the General Electric and Westinghouse Electric Companies were "abandoning" fifteen Government-built war plants costing $132,000,000 and erecting new factories in small-town, low-wage areas.

James J. Matles, director of organization for the union, declared that the plants being abandoned, located in industrial areas where the union was strong "could have been converted speedily and have produced tens of thousands of radios, refrigerators, washing machines, and other electrical appliances for an appliance-hungry public".

Among the government-owned industrial units which the union contended were being abandoned, the cost and products of each, were listed as follows:

General Electric: Schenectady, N.Y., $2,400,000 and $3,500,000, radio equipment; Syracuse, N.Y., $30,000,000 turbine and general superchargers, $1,600,000 and $3,600,000, radar equipment; Westinghouse: Fairmont, W. Va., $5,100,000, radio tubes; Homewood, Pa., $700,000, auxiliary turbo generators.

Among the new projects reported by the Union was that the General Electric in Indiana and Kentucky had purchased all assets of Ken-Rad Tube Company, several plants making radio tubes.

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Collins Radio Company - Year to July 31: Net income, after taxes and all charges including special reserves, was $766,261, equal to $2.29 a common share on net sales of $43,517,795, compared with $870,884, or $2.63 a share, after $896,585 provision for special reserves in preceding fiscal year when sales totaled $47,310,-851. Current assets on July 31, last, were $19,732,424 and current liabilities, $14,725,894.

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Miss Helen A. Cornelius, former Assistant Director of Broadcast Advertising, has been named special counsel on retail broadcasting advertising to the National Association of Broadcasters. Miss Cornelius has been with the Association since September, 1944.

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RCA has declared the following dividends: on the outstanding shares of First Preferred stock, 87½ cents per share, for the period from October 1, 1945, to December 31, 1945, payable in cash on January 2, 1946, to holders of record of such stock at the close of business December 17, 1945.

On the outstanding shares of Common Stock, 20 cents per share, payable in cash on January 29, 1946, to holders of record of such stock at the close of business December 21, 1945.

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The Federal Trade Commission has accepted from Hugo Gernsback, former radio magazine publisher, trading as National Plans Institute, P.O. Box 26, New York, a stipulation to cease and desist from certain misrepresentations concerning a booklet on mail-order selling plans entitled "Cash In".

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.



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No. 1710

December 19, 1945

PORTER SEEN PREFERRING FCC TO WHITE HOUSE SECRETARIAT

Whether or not Paul A. Porter, Chairman of the Federal Communications Commission, leaves that position to become one of the White House secretaries is believed to hinge on a conference Mr. Porter had with President Truman on Monday. Presumably Mr. Porter called on the President to make a personal report on the recent communications conference at Bermuda participated in by the United States and the British Commonwealth.

However, it is definitely known that President Truman offered Chairman Porter the secretaryship sometime ago. Also it is known that Mr. Porter desired to remain at the FCC. Furthermore, it was intimated that he might be interested in some lucrative commercial offers which have been coming his way. In addition to all this, he has been mentioned for Governor of Kentucky and later Senator.

The persuasive powers of President Truman, however, are well known and if he really has need for Mr. Porter, it is a foregone conclusion that he will draft him. The writer thus far has seen no speculation as to just what duties President Truman has in mind for Mr. Porter but one niche he would fit into would be the press secretaryship if, as reported, Charley Ross should resign. Mr. Porter, a former newspaper man, served as Director of Publicity of the Democratic National Committee in the 1944 campaign, having succeeded that past master of publicity, Charles Michelson. In that contest Mr. Porter was the right-hand man of Chairman Robert Hannegan, now Postmaster General.

Another supposition was that Mr. Porter, being a lawyer, might be in line to succeed to the spot vacated by Judge Rosenman.

If Mr. Porter should leave the FCC either temporarily or permanently, the question immediately arises as to who would be his successor. The Vice-Chairman of the Commission is Paul A. Walker (same first name and initial as Porter, oddly enough). Mr. Walker, a Democrat, is the only one left of the original appointees to the FCC in 1934 and his term expires next July. Mr. Walker has concerned himself more with public utilities and is credited with having brought about the big A. T. & T. investigation some years ago.

If Mr. Walker didn't succeed automatically to the chairmanship, another likely candidate would probably be Commissioner Charles R. Denny, also a Democrat, and the newest member of the Commission. Considerably younger than Mr. Walker, who is 64, Mr. Denny is only 33, and made a name for himself as General Counsel for the Commission. A native of Baltimore, Mr. Denny is a graduate of Amherst and Harvard and was formerly an attorney in the Justice Department.

It is, of course, possible if Mr. Porter leaves the Commission permanently that President Truman might appoint an entirely new Chairman but it is believed at the Commission if the President asked Mr. Porter's advice, the latter would favor Mr. Denny as Porter and Denny are known to be very close.

The most vocal member of the Commission, Clifford J. Durr, a Democrat, and brother-in-law of Supreme Court Justice Black, who has been active along certain lines - too active to suit some of the broadcasters - might have to be reckoned with. In fact, the only member of the Commission who could probably be definitely counted out would be Commissioner E. K. Jett, who has never wanted to be Chairman, and who at his own request was specifically exempted by President Roosevelt in November 1944 when Jett was temporarily appointed Chairman to succeed James L. Fly and to sit on the lid until Mr. Porter was appointed in the Fall of 1944.

Stating that the visit to the White House by Paul Porter renewed speculation that he might be named as an assistant to President Truman, Edward T. Folliard of the Washington Post wrote:

"The idea that Porter be given a White House post appears to have originated on Capitol Hill. Liberal Democrats in Congress felt that he would be a valuable aide to President Truman, especially in the role of a coordinator.

"Porter, according to his friends, would much prefer to remain as Chairman of the FCC, which now is engaged in making allocations for new FM and television stations. It has been reported that he made his feelings known to President Truman a couple of weeks ago. Thereafter the word was passed in radio circles that he would not join the White House staff.

"Then came Porter's call at the White House yesterday to fan the speculation anew. On leaving President Truman's office, he said he made a report on the recent conference at Bermuda, where delegates of the United States and the British Commonwealth of Nations discussed postwar communications rates. Porter said Mr. Truman was very much interested in the Bermuda conference, but others observed that the matter might very well have been covered in a memorandum."

Like the Chief Executive, Mr. Porter is a Missourian, though he is generally thought of as a Kentuckian, having been born in Joplin 42 years ago. He began his career as a reporter on the Lexington (Ky.) Herald, but later turned to law. He came to Washington in 1933, intending to remain only three months. However, he became an ardent New Dealer and served for four years as a special counsel to the AAA in the Department of Agriculture.

In 1937 he became Washington counsel for the Columbia Broadcasting System. When the United States got into war, he became a Deputy Administrator of OPA under Leon Henderson, and it was he who set up the Nation-wide system of rent control. Thereafter he served under Fred Vinson in the Office of Economic Stabilization, where he handled matters of price policy.

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## ONLY 5% OF RADIO SETS PRICED; MEANS BIG PRODUCTION DELAY

Despite a rising rate of radio set price approvals, OPA at the end of the third week of weekly reporting had priced only a small proportion, probably less than 5 percent, of the expected number of 1946 models of radios and phonographs, according to the industry estimates, the Radio Manufacturers' Association reports.

Altogether between 2500 and 3000 models are expected to be priced by OPA.

The latest report, which covered prices approved only through the week ending December 7th, brought the total price approvals to 90 radios, chiefly table models, and 36 phonographs. The third week's report included radio-phonograph combinations and consoles for the first time.

With Christmas almost here, radio set production is rising as larger companies obtain price approvals, but manufacturers believe there is not enough time to change their gloomy predictions of relatively few radios, probably under 250,000, for the Christmas trade.

A threatened shutdown of radio parts manufacturers, which came abruptly following an OPA announcement of a new regulation which would require the rollback of many parts prices, was apparently averted last week when OPA agreed to postpone the effective date of the order from December 3rd until January 15th, except on new orders and orders on unpriced products.

The regulation, when issued, was made effective immediately on December 3rd, and made it illegal for parts manufacturers to deliver shipments to their buyers at previously-approved prices after that date if they were "out of line". Protests from the parts manufacturers and notifications to set manufacturers that they were halting production brought quick action from OPA.

What effect this rollback on parts prices may have on set prices already approved was not immediately apparent, but OPA officials expressed confidence that manufacturers would lower their own prices if their costs for parts are cut. Parts manufacturers, on the other hand, indicated they may try to upset the rollback order before January 15th. A hearing may be demanded by the OPA Radio Parts Manufacturers' Industry Advisory Committee.

Meanwhile, one large parts manufacturer is shut down by a prolonged strike, and strikes are threatening to halt the production of receiving sets by some of the larger set manufacturers.

Large volume production is not expected before the Summer or Fall of 1946 if current deterrents continue, and it may be delayed longer if they increase.

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RCA GIVES EDITORS RINGSIDE TV SEAT; CBS QUICKLY COUNTERS

In a surprise move the Radio Corporation of America assembled the radio editors of New York and Washington at the RCA Laboratories at Princeton, N.J., and shot the works on what the RCA had accomplished in television since the beginning of the war. The demonstration included both black-and-white and color pictures. More later about the big rise the color part of it got out of the Columbia Broadcasting System.

For the RCA black and white display the visitors seated in a small theatre were able to see the same picture at the same time (a) on a pre-war set, about 6 x 8 inches, (b) on a console, about the same size, (c) on a table model 4½ x 6 inches and (d) on an enlarged screen, almost the size of a newspaper page. Thus the observer could make an instant comparison between the pictures all of which were being transmitted by radio from WNBT, the National Broadcasting Company's station atop the Empire State Building in New York a distance of 47 miles.

The outstanding difference between the prewar and present pictures were their brightness. In fact, the prewar picture which we thought was so wonderful at the time looked like an old faded photographic print in comparison.

Then the RCA showed some color pictures broadcast from RCA Laboratories to the Princeton Inn, two and a half miles away. These, however, they damned with faint praise and that was what got the quick comeback from the Columbia Broadcasting System which has been majoring in color. Also it was said Columbia wasn't any too happy about RCA springing a television show at this particular time as CBS had planned a little surprise along those lines themselves.

It was stated by Gen. David Sarnoff, of RCA, that no progress had been made in color since before the war, that no real progress would be made until the mechanical methods now in use could be supplanted by an electronic system and finally that it would be at least five years before anything could be expected along this line. Paul Kesten, CBS Executive Vice-President, countered by saying that that was a safe estimate inasmuch as it was about three or four more years than Columbia thought it would take.

Although the pictures reproduced by the mechanical color system show promise, RCA engineers pointed out that color television is still distinctly in the laboratory stage of development, with obvious shortcomings. There is much technical development, they said, that needs to be completed before a practical color television system will be ready for the home service to the public. They estimated that this will require about five years.

On the other hand, the demonstration of the RCA black-and-white all-electronic television system, they said, clearly showed that it is now ready for the home. They presented sharp pictures on a screen as large as a newspaper page, with brilliancy, definition

and contrast equal to motion pictures. The pictures were bright enough to be seen in a fully lighted room.

"Eventually, coast-to-coast network television will be made possible by automatic radio relay stations, coaxial cable and stratovision", said Niles Trammell, President of the National Broadcasting Company. "Each may supplement the other in linking television stations into networks.

"Unattended radio relay stations, spaced from 20 to 50 miles apart, can transmit television programs from city to city.

"A regional New York-Washington television (coaxial cable) network is planned to link those two cities and intermediate points in 1946. Another link, New York-Boston, is planned for 1947. Gradually regional networks may be expected to develop around key cities such as Chicago, Cleveland and Los Angeles. And the coaxial cable will be extended from Washington through the South and Southwest, toward Dallas. Ultimately, it will connect with regional networks in the Middlewest and West to provide national coverage."

"Interesting as the color pictures which you have seen have been, we are convinced through our achievements in all-electronic black-and-white television that any mechanical color system is outmoded", said Dr. C. B. Jolliffe, Executive Vice-President of RCA Laboratories. "The objective of RCA is to create an all-electronic color system equal in clarity to that of our present black-and-white all-electronic method, and to give to the American public the finest television system in the world."

Dr. Jolliffe called attention to the fact that today's color demonstration employed a directional beam transmitter and parabolic antenna. The power was 1/20 of a watt, which is infinitesimal compared with the 50,000-watt transmitters used by standard broadcasting stations. A new electron tube developed during the war made this accomplishment possible on a carrier frequency of 10,000 megacycles - a frequency twenty times higher than any used heretofore in television. The wavelength at such a frequency is only three centimeters.

A new method of transmission used in the demonstration permits sound-and-sight signals to be carried on the same wave. The sound is transmitted during the very brief periods when the scanning beam is inactive and insures high fidelity reproduction.

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## FCC AUTHORIZES RADAR TO BE USED ON FERRYBOAT

The Federal Communications Commission has granted its first approval for the civilian use of radar. Radar equipment will be used experimentally on a ferry operating in Puget Sound, Wash. The agency authorized the Raytheon Manufacturing Co., New York, to install on the SS Kalakala such experimental radar equipment. The company plans to develop radar in connection with radio aids to commercial marine navigation.

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"OBSOLESCENCE MEANS PROGRESS", SARNOFF DISCUSSING TELEVISION

Addressing radio editors at the television demonstration in the RCA Laboratories at Princeton, N.J., David Sarnoff, President of the Radio Corporation of America, said:

"This is the first of a series of postwar progress reports on the advance of television. What has been accomplished in today's demonstration is the result of years of research and the expenditure of millions of dollars in pioneering and development.

"Our research men and engineers have built a practical all-electronic television system for the transmission and reception of excellent pictures in black-and-white. There is every reason why television should go ahead as a service to the public.

Warning that obsolescence in television is a necessary part of its progress, General Sarnoff pointed out:

"In a science, art and industry so vast in scope and possessing possibilities for unlimited grown as television, obsolescence is a factor which the public and the broadcaster must always face as a guarantee of progress.

"There will be obsolescence in television systems, transmitters and receivers. The purchaser of a receiving set, or the licensee of a transmitter, buys his receiver or installs his transmitter with the knowledge that he is pioneering in the development of a new service. Obsolescence will and must take place. When and how soon obsolescence occurs will depend upon the ingenuity and creativeness of the scientists and engineers within and outside of the radio industry.

"Similarly the network operator makes an investment in the new art as part of his obligation to the public.

"We do not fear obsolescence; we welcome it", said General Sarnoff. "That is why American industry continues to research and to make progress. Every new development in radio, whether it be a gadget or a system, involves some obsolescence of former methods. A television receiver or a transmitter is no exception. Every new art or business based upon the technical sciences must deal continuously with the factor of obsolescence.

"Assuming that a television receiver bought for $250 becomes obsolete in five years, the price the owner pays for obsolescence is less than 2 cents an operating hour, if he has program service from 2 or more stations; for a $150 receiver, less than 1 cent an operating hour. In New York, for example, there will be seven channels from which to choose programs.

"Research and development in television must not be looked upon as a process of obsolescence. Rather it should be regarded as an evidence of progress through which a new service of sight and sound with constantly improved instruments and programs are made available to the American people."

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## KOBAK OF MBS AT WHITE HOUSE; LIKEWISE SEES WALLACE

Edgar Kobak, President of the Mutual Broadcasting System, called on President Truman at the White House last Saturday. He was accompanied by Charter Heslep, MBS Washington representative. Incidentally, it wasn't necessary for them to bother about a taxi as the MBS Washington office in Jackson Place is the closest commercial office to the White House, just across Pennsylvania Avenue and within a stone's throw of Barney Baruch's famous Lafayette Park bench.

Mr. Kobak, who came to Washington for the Gridiron Dinner, also had a conference with Secretary of Commerce Wallace, primarily on postwar small business development. Kobak discussed the postwar era with Secretary Wallace and offered fullest cooperation of MBS in any way radio could be of assistance.

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## "WHY DOESN'T RADIO USE ITS GREAT VOICE?" McDONALD ASKS

Requested to comment upon an article in the December 1 issue of Billboard titled "Congress Eyes Radio Melon Again", Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, replied:

"The question of government control and taxation of radio all runs back to this simple fact - that the shoemaker's children generally have poor shoes.

"Radio has access to the public ear. It has never told its story. It was not made by the government. It was made by private enterprise.

"The traffic cop at the corner of 5th Avenue and 42nd Street bossing the cars around feels that they are his property. But he only keeps them from bumping into each other. Other people made them and other people own and are driving them.

"FCC and the government no more created radio than the traffic cop at the corner of 42nd Street and 5th Avenue created the automobile.

"Why does not radio raise its powerful voice and tell the world what it has done through private enterprise?"

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In an article in the Dec. 11 issue of Look magazine, John Cowles, Chairman of the Board of Look and President of the Minneapolis (Minn.) Star-Journal and Tribune, and Vice-President of the Cowles Broadcasting Company, makes a plea for unification of the armed forces on the basis of his observations in North Africa, Alaska, England and Army and Navy installations in the Pacific.

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# GOVERNMENT MOVE TO DUMP RADIO SURPLUS HALTED

Threatened revocation of 230 manufacturer-agent contracts for the disposal of radio and electronic surplus was halted and arrangements were made to eliminate trouble spots in the RFC-industry distribution and sales plan at an RMA hearing last week before RFC Director Sam H. Husbands and other RFC and Surplus Property Administration officials.

After listening to RMA spokesmen argue for the continuation of the manufacturer-agent system as the only sound and practical plan for handling vast accumulations of radio surplus, RFC Director Husbands flatly declared he favored continuing the RFC-industry program but expressed a desire to improve its efficiency and effectiveness.

Mr. Husbands proposed that detailed complaints of both industry and the Government be examined by committees representing both parties to the contracts who will recommend whatever changes they believe will improve operations. He immediately appointed a committee of RFC and SPA officials who will work with a committee of RMA representatives to improve the efficiency and effectiveness of the radio surplus disposal system.

Operations of the system with respect to specific segments of the industry were explained and defended by M. F. Balcom, Chairman of the RMA Tube Division; Ernest Searing, for the RMA Parts Division; and W. J. Halligan, for the Set and Transmitter Divisions.

Among the other RMA representatives who participated in the conference were: L. W. Teegarden, of RCA; A. L. Milk, Sylvania Electric Products; E. H. Fritschel, General Electric; Fred F. Ball, of Crosley Corp.; F. S. Boland, Federal Telephone & Radio Corp.; and James D. Secrest, Director of Publications, RMA.

Eight reasons why the radio manufacturer offers the best outlet for radio surplus and the greatest protection to the Government and the public were offered by Bond Geddes, Executive Vice-President of the RMA. He also pointed out that radio surplus to date has been small but that it is now starting to move in sizeable quantities and much more is expected within the next year.

"The real test, as well as the greatest threat, will come when this surplus is unloaded in tremendous quantities on the RFC by the military services", Mr. Geddes said. "It is then that a smoothly-working and established organization, such as is provided for in the manufacturer-agent contracts, will prove its worth. To discard the system now would be to waste all the efforts and time devoted to establishing it by the RFC officials and manufacturers.

"We look upon this arrangement as a partnership deal in which both parties stand to profit if they work cooperatively. Without this cooperation and the arrangements which make it possible, both industry and Government will lose and the public will suffer from the chaos that results."

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# TOP FLIGHT RADIO PEOPLE GET POINTERS AT GRIDIRON DINNER

The entrance of the world famous U. S. Marine Band, led by Capt. William F. Santelmann, in their bright red uniforms at the first dinner since the war of the Gridiron Club in Washington last Saturday night, would have been a thrilling subject for color television, if indeed the club ever allows any portion of its unsurpassed entertainment televised. Press reports, except those prepared in advance by the club itself, have always been barred, as has radio. However, many connected with the radio industry were present at the dinner. The list included:

Gene Buck, past President, American Society of Composers; Senator Homer E. Capehart; Gardner Cowles, Jr., President Cowles Broadcasting Co.; John Cowles, Vice-President, Cowles Broadcasting Co.; T.A.M. Craven, Vice-President, Cowles Broadcasting Co.; Marshall Field, Chicago Sun; Marshall Field, Jr., Chicago; Earl Gammons, Director, Columbia Broadcasting Company's Washington office; Earl Godwin, Commentator, Washington; Richard L. Harkness, National Broadcasting Company, Washington, D. C.; Merle S. Jones, Washington, D.C.; Samuel H. Kauffmann, WMAL, Washington D.C.; Robert E. Kintner, Vice-President, American Broadcasting Company, New York City; A. H. Kirchhofer, Buffalo Evening News; Willard F. Knowland, KLX, Oakland, California; Edgar Kobak, President, Mubual Broadcasting System, New York.

Also, Eugene F. McDonald, President Zenith Radio Corp., Chicago, Ill.; Eugene Meyer, WINX, Washington, D.C.; Edgar Morris, Zenith representative, Washington, D.C.; Edward J. Noble, Chairman of the Board, American Broadcasting Co., New York City.; Paul A. Porter, Chairman, Federal Communications Commission; Frank M. Russell, Station WRC, Washington; David Sarnoff, President Radio Corporation of America, New York; Carleton D. Smith, Station WRC, Washington; Niles Trammell, President, National Broadcasting Co., New York; Senator Wallace H. White, Jr., Senate Interstate Commerce Committee; and Mark Woods, President, American Broadcasting Company, New York.

Captain Santelmann, as musical director, was able to give the radio people present pointers on how to put on a show. Although the cast was composed of newspapermen with little time to rehearse, they gave a performance under the magic baton of Mr. Santelmann which would have made Broadway sit up and take notice. Even the veteran trouper Gene Buck was quoted as saying: "I take my hat off to you."

There is but one other speaker - a member of the opposite party - in addition to the President at the Gridiron and this year it was Governor Thomas E. Dewey, of New York. The only reference to broadcasting in the skits was the appearance of Mayor LaGuardia (impersonated by Paul Wooton, president-elect of the National Press Club) along with "Harry Hopkins", "Happy Chandler", and others in a sketch, "It Pays to be a Liberal".

The speech of President Truman was a happy one and it was the general opinion that the dinner was one of the most successful in the entire 60 years' history of the Gridiron Club.

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## WAYNE COY IS APPOINTED GENERAL MANAGER OF WINX, WASHINGTON

The appointment of Wayne Coy, assistant to the publisher of The Washington Post, as General Manager of WINX Broadcasting Company, effective January 1, 1946, was announced Monday by Eugene Meyer, President of the broadcasting company. The WINX Broadcasting Co., which is owned by The Washington Post, owns and operates two Washington radio stations, WINX and W3XO.

WINX, a standard broadcast station, has been in operation for the past five years as an independent station serving the Washington metropolitan area.

W3XO, recently acquired from Jansky and Bailey, is the original frequency modulation station in this area. It has been in operation in Washington since 1938 as an experimental and developmental station and has been a leader in the development of frequency modulation as a new and much improved radio service.

WINX Broadcasting Co. is an applicant before the Federal Communications Commission for a license to construct a new metropolitan station in Washington.

Officers and directors of the company, in addition to Mr. Coy, are Eugene Meyer, President, and Charles C. Boysen, Vice-President and Treasurer. Mr. Coy will retain his position as assistant to Mr. Meyer.

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## LaGUARDIA LANDS SECOND SPONSOR; ALSO JOINS PM STAFF

The average commentator is usually limited to a single sponsor or lucky if he can get one but not the newest of the radio prima donnas - Mayor Fiorella LaGuardia, who in addition to Liberty Magazine on his ABC national hookup, has signed for a Sunday noon local broadcast over ABC key station WJZ with some big butter and egg people, the June Dairy Products Co. Thus Mr. LaGuardia will continue the Sunday broadcasts in New York City which have made him so famous. Furthermore by way of keeping in touch with the home folks, he will contribute a weekly article to Marshall Field's newspaper PM to be used on Sunday.

It was reliably reported that Mayor LaGuardia would receive something like $50,000 from his newest account, the Dairy people, which of course will be in addition to his time on the air for Liberty Magazine, the latest estimate of which is around $150,000 a year. This, with the Dairy broadcast, would put him in the $200,000 class without taking into account the PM salary, the amount of which is not known.

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NETS ACCUSED OF "ABDICATING" TO PETRILLO TO STYMIE FM

Sensational charges were made against the networks in connection with FM by Ira A. Hirschmann, Vice-President of Metropolitan Television, Inc. in New York Tuesday. He accused the nets of trying to "hold back" the development of FM by purposely "abdicating" to James C. Petrillo, President of the American Federation of Musicians.

Mr. Hirschmann noted, according to the New York Times, that the three networks having FM affiliates in New York took them off the air immediately after Mr. Petrillo issued his demand in October that twice as many musicians be employed if a program were duplicated simultaneously over both standard and FM stations.

"I think the networks have played into the hands of Petrillo by demonstrating his power to force them off the air", Mr. Hirschmann, who is in charge of radio activities for the Federated Department Stores, Inc., continued. "I have no sympathy with Petrillo, but maybe he is not the sinister enemy that he has been pictured. The networks may have used him as a shield against the continuation of FM."

The television executive recalled that in going off the air the networks explained formally that their move was dictated by technical considerations involved in shifting their transmitters to the higher FM band adopted by the Federal Communications Commission.

"A large group of independent FM stations have managed to keep going, however, and they have not had the financial resources of the networks", he pointed out.

Mr. Hirschmann, who directs the operation of FM station WABF, owned by Metropolitan Television, noted that the networks had not specified any date when they proposed to return to the air. He believed that it was time they made a "forthright and bold statement" on their intentions toward FM.

"I want to know when they are coming back", Mr. Hirschmann asserted. "I questioned before the FCC the sincerity of the networks on FM and I still do. If by reaction and frustration they're going to hold FM back they are fighting the demand of the American public for something better in broadcasting.

"The networks don't want to give up something they've now got; they're sitting on the lid of broadcasting. But a better means of broadcasting can't be stopped and neither can new competition."

Mr. Hirschmann suggested that the networks were "afraid" of higher-quality programs that many FM operators proposed to offer.

"Radio has been undersold stupidly and selfishly in not raising its standards, but I don't think they can squeeze much more out of it", he said. "It's time there was competition in excellence and not competition in mediocrity, and that is what FM will offer."

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## 5 FIRMS NAMED IN FIRST THEATRE TV MONOPOLY SUIT

The Government filed an anti-trust suit in New York Tuesday charging conspiracy which has caused delay in the development of television for use in theatres.

A civil injunction suit by the Department of Justice accused Paramount Pictures, Inc., and others with antitrust violations in the manufacture and sale of "two revolutionary television systems".

"In addition to the usual restraints on competition which flow from illegal cartel arrangements, as a result of this conspiracy commercial developments in this country of an important advance in the television art has been postponed and the opening of a new field of public entertainment and education has been unnecessarily delayed," Joseph Borkin, Department of Justice attorney, said in a statement.

The Government declared that the systems, technically called "supersonic" and "skiatron", involved the use of an outside source of light similar to that used in motion picture projection, thereby allowing television to be shown on screens as large as those in theaters. The images in this way would be enlarged greatly beyond those of the system now commonly in use, the Government added.

The other defendants named were Television Productions, Inc., and its President, Paul Raibourn; General Precision Equipment Corp., and its President, Earle G. Hines; Scophony Corp. of America and its President, Arthur Levey, and Socophony, Ltd., a British concern which took out the basic patents in 1937 and 1939.

The Government charged the defendants divided the world into two non-competitive areas so that Scophony, Ltd. would not compete within the Western Hemisphere; that General Precision & Television Productions would not compete within the Eastern, and that Scophony Corp. of America would not compete in either.

Attorney General Tom Clark, in whose name the suit was filed, said Television Productions was wholly owned by Paramount, and that General Precision was the largest single stockholder in Twentieth Century-Fox Corp. He said stock of Scophony Corp. of America was owned and controlled by General Precision, Television Productions and Scophony, Ltd.

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## TAM CRAVEN'S FORBEAR "OWNED" THE WASHINGTON NAVY YARD

Changing the name of the Washington Navy Yard, one of the oldest in the country (which henceforth will be known as U. S. Naval Gun Factory), brought to mind an amusing story about Commodore Thomas Tingey, USN, first Commandant of the Yard, who was the great, great (maybe the great, great, great) grandfather of Commander T.A.M. Craven, Vice-President of the Cowles Broadcasting Company.

Commodore Tingey was thoroughly imbued with the idea that the Washington Navy Yard was not only his to command but that it really was his personal property. And, believe it or not, when he died, he willed it to his daughter.

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## LOWEST RADIO-CABLE RATES IN THE WORLD FOR U.S. NEWS

A major step towards making American news available for world-wide distribution at the lowest rates in communications history was made known by Warren Lee Pierson, President of the American Cable & Radio Corporation on Monday. Application for approval of the new service, which will be supplied by the Mackay Radio and Telegraph Company has been filed with the Federal Communications Commission.

This innovation in modern communication will serve to aid materially national policy for the quick and efficient dissemination of news from the United States to important points throughout the world. Under the tariff schedule proposed by Mackay Radio, the cost of press transmission service will be reduced to the level of approximately 1/3 cent a word.

The new service contemplates the use of Mackay Radio's high power transmitters located in New York and San Francisco to blanket the far corners of the world with news and information for simultaneous reception at authorized press receiving points. Predicated upon daily use for eight or more hours during the twenty-four on an annual basis, the new service, according to Mr. Pierson, will make possible the transmission of news to multiple points at the lowest rates in the world.

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## INDUSTRY NOT CONSULTED ON RADIO TUBE QUESTIONNAIRE

Following its recent questionnaire to radio set manufacturers for monthly statistics to be turned over to OPA, a questionnaire for similar tube production reports has just been sent by the Census Bureau to tube manufacturers. These overlap the RMA tube statistical reporting service, established several years before the war and in which 100 percent returns are made, similar to the duplication of the set statistics with the RMA set reports. The tube data, however, will not be available to OPA.

The tube questionnaire, like the receiving set reporting forms, were distributed by the Census Bureau without consultation or prior examination by the industry, despite the widely published promises and assurance of the Commerce Department and Secretary Wallace of "cooperation" with industry in the Department's extensive program for securing data from 130 major industries.

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Former Justice Justin Miller of the Court of Appeals, who resigned the judgeship in October to become President of the National Association of Broadcasters, this week was admitted to practice law before the Appellate Court.

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## SCISSORS AND PASTE

### The SRRRL Organizes
(Jack Gould in "New York Times")

The Society to Return Radio to the Radio Listener has a plan. Under its proposal a listener no longer will have to go to the studio and can once again use a radio at home. As with all progress, it was noted, the scheme involves certain radical innovations but, it was added, the SRRRL believes the plan will prove in the public interest and convenience if not necessity. Herewith a summary:

(1) Shows using studio audience participants will let us all be devils just once by telling what's happening on the stage.

(2) Comedians will save their best jokes for when they are on the air and not when the announcer is giving the commercial.

(3) A soap opera queen will be jilted right at the microphone instead of the announcer explaining how it happened since yesterday's installment.

(4) Radio wits and promising producers will realize that gestures, uproarious props and funny costumes do not come over the loudspeaker.

(5) A town somewhere in the world will be mentioned on some program to the accompaniment of absolutely no applause.

(6) Participation shows will have their victims exploited at the microphone and not down the street.

(7) The control man at the mixing panel will let the tag line of a gag be heard before turning up the applause from the studio.

(8) The identity of the murderer in mystery plays will be revealed without keeping the listener on edge through a long spiel in behalf of a commodity with a divine box top.

(9) Erudite guests on question and answer shows, in addition to sophisticated banter, will give the answers.

(10) All disk jockeys will play disks, not talk.

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### Charges Little Flower With Exploiting Himself By Radio
(Westbrook Pegler)

Fiorella LaGuardia * * * * had no excuse to attempt to rate us (the newspapers) below the radio as an avenue of information, because his own present reputation and his consequent earning power as a comedian of the air are the result of his own exploitation of our weakness in his long series of Sunday afternoon antics.

The extent to which he is a creature of publicity was indicated Tuesday, a regular news day, when he got his picture in print two columns wide, biting into an apple. That just wasn't news by any standard. Perhaps LaGuardia was afraid that if he did point out our susceptibility to the dog story we would take the hint and give him the silent treatment which would be very bad for him, because a radio personality who can't keep his name in print, can't survive on radio either.

That is why I think we have been chumps to build up the Eddie Cantors, the Fred Allens and the Charlie McCarthys, not that they aren't nice people but merely that not one word in a thousand that we print about them is news. Meanwhile they work for our business rival, the radio, which takes advertising dollars, most of which otherwise would go to us.

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## TRADE NOTES

The voting was so light at the election of officers of the National Press Club last Saturday that even though 167 members approved adoption of an amendment which would admit radio news correspondents to active membership, it did not represent a majority of the club roster and therefore failed. This was the third attempt.

Paul Wooton of the New Orleans Times-Picayune was elected President, and Warren Francis of the Los Angeles Times, Vice-Pres.

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Hugh M. Higgins, former Sales and Program Promotion Manager for the National Broadcasting Company, Washington, D.C., has been appointed Assistant Director of Broadcast Advertising of the National Association of Broadcasters.

Mr. Higgins entered radio as a sports announcer, newscaster and script writer with the Central States Broadcasting Co., Omaha, Neb., where he became engaged in the promotion of sales and programs. In 1941 he was named Sales and Program Promotion Manager for NBC and the Blue Network in Washington, D.C., leaving that post in 1942 to enter the armed forces.

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The report of the American Cable & Radio Corporation and subsidiaries for the first nine months of 1945 shows a consolidated net income of $1,464,527, after all operating expenses, maintenance, depreciation, and provision for taxes. This compares with a consolidated net income of $1,487,069 in the nine months to Sept. 30, 1944.

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The new RMA Trade Director for 1945-46 will be mailed to RMA members, Government officials, the trade press, and others before the end of the month. It lists 285 members, nearly an all-time high for the Association.

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Publication of Capt. Harry C. Butcher's book "My Three Years with Eisenhower" is now set for March by Simon & Schuster. With Book of the Month tieup, it is expected to gross another $500,000 before the end of 1946, says Variety.

Saturday Evening Post serialization has already brought $175,000, the biggest figure ever paid out for a serial rights. Negotiations are being made to have book printed in England simultaneously with U. S. release.

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The RCA annual Christmas Party will be held in the Rainbow Room, RCA Building, 65th Floor tomorrow (Thursday), December 20th from 4 to 7 o'clock.

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DUE TO THE CLOSING OF ALL GOVERNMENT DEPARTMENTS FOR FOUR DAYS, THERE WILL BE NO ISSUE OF THIS NEWS SERVICE ON WEDNESDAY, DECEMBER 26TH.

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The United Kingdom Government has approved a plan for the change-over of the radio industry's production from war to peace equipment, according to a report received by the U. S. Department of Commerce. It was anticipated that new sets would be available this Fall, but that they would be in a limited supply until early 1946. The new sets were expected to be similar to prewar models but considerably higher in price. The bulk of the new production was expected to be in the price range of £15 ($60 United States currency) or under, exclusive of purchase tax.

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RCA Victor has granted a general increase in the rates of salaried employees which sets a new minimum and raises by 10% the earnings of the majority of salaried workers. The increases, effective December 15, apply to all RCA Victor salaried employees to whom such increases could be granted without wage negotiations, according to the announcement. For all such employees the new structure establishes a minimum semi-monthly rate of $50 and grants a 10% increase to those now earning up to and including $378 per month.

"The new policy will benefit the great majority of salaried employees of RCA Victor", Mr. Folsom stated. "Designed specifically to raise the income of workers earning up to $4,500 per annum, the new rates are being put into effect by RCA Victor in consideration of current economic conditions."

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The new Farnsworth 1946 velvet action Type P-50 Automatic Record Changer employs the use of three shelves, instead of the usual one or two shelves, which reduces to the minimum chipping and enlarging the center hole of the record, according to E. S. Needler, Manager of the Special Products Sales Division of the Farnsworth Television & Radio Corporation.

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H. R. Ekins, news commentator of Radio Station WSYR, in Syracuse, said he had received threats of bodily harm unless he stops or moderates his criticism of participants in what he terms, "industrial strife".

Mr. Ekins, who was expelled from Italy in 1939 by the Italian government for his writings as a United Press bureau manager, said he has received both letters and telephone calls threatening himself, his wife and their 4-year -old son. Mr. Ekins asserted he had not criticized either labor or management unfairly, nor had he taken sides.

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British radio problems were discussed by Richard W. Cotton, Vice Chairman of the British Parts Manufacturers' Federation at a meeting of the RMA Export Committee meeting in New York. He stated that the official British production quotas for oneyear from next June were one million sets, 400,000 for export, and 600,000 for the home markets.

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Carl J. Hollatz, General Manager of the Radio Receiving Tube Division of Raytheon Manufacturing Co. has announced the appointment of L. R. O'Brien as General Sales Manager of the Division. He was Director of Sales for the Ken-Rad Tube and Lamp Corp. at Owensboro, Kentucky.

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